

CHEMIST & DRUGGIST

The newswweekly for pharmacy

February 16, 1985

a Benn publication

Sale or supply
of black list
medicines by
dispensing GPs
in balance —
PSGB says
rural chemists
could close
— RPA moves
to guarantee
medicine
distribution

College of
Practice to
separate from
Society in '86

CTPA's Miss
Kelly sets out
to boost
industry image:
C&D interview

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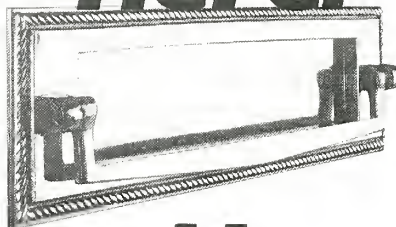
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COMMENT

After 19 Private Member's Bills, two committees of inquiry and umpteen years discussion, the Government looks ready to grasp the nettle of shop hours reform. Home Secretary Leon Brittan is to make an announcement very soon — within a fortnight, according to some sources. It is expected action will follow in this Parliamentary session.

C&D's own 1982 survey made the collective view of community pharmacists up and down the country plain enough. Those readers who responded rejected the idea of removing restrictions by a margin of three to one.

And pharmacists *will* have unique problems if Sunday trading becomes a reality. The current NHS contract says pharmacies must be kept open from 9am to 6pm each weekday, with provision for one half-day and lunch hour closing, and with local variation permitted by the hours of service sub-committee. As most independent pharmacies are still one-pharmacist businesses, the proprietor who wishes to open on Sunday has the choice between working a seven-day week or hiring a locum.

But surely a change in the law would not force any retailer to open on Sunday unless he or she wants to? True, but there is a snag. Experience in Scotland suggests that, given a change in the law, Sunday will become one of the busiest days of the shopping week.

Sunday front-of-shop sales lost to competing supermarkets or drugstores will not be replaced

during the week. And the pharmacist who decides he cannot afford to miss Sunday's business is not free to close for a compensating day in the week.

Ray Whitney's 1983 Private Member's Bill to bring in Sunday trading was defeated by an USDAW-backed lobby of Labour MPs. But that will not happen again. This time, the debate will take place in Government time, with many more MPs in attendance, and the Tories' huge majority to back it up.

Someone must speak for pharmacy, and see the profession's unique position is understood. The NPA's submission to the Auld Committee made some of the above points but, due to problems with the postal service, missed the deadline for evidence. All the final report has to say on pharmacy is: "We believe there is little rationale for picking out chemists for special treatment".

NPA director Tim Astill points out that this gloom and doom scenario may never come about. But there can be no harm in ensuring pharmacy's interests are represented in the debate right from the start. The NPA will accordingly be briefing the MPs with whom they have regular contact, to ensure they speak up.

There are also the Society's two Parliamentary advisers, paid from members' fees. They are John Hannam, Tory MP for Exeter, and Gordon Oakes, Labour's man in Widnes.

Over to you, gentlemen.

Will dispensing GPs sell from 'blacklist'?

Ministers are still considering whether dispensing doctors should be allowed to sell "blacklisted" drugs to their dispensing patients directly, or on a private script, after April 1. This is despite assurances given to the Pharmaceutical Services Negotiating Committee back in December by Health Minister Kenneth Clarke that there was no intention to change arrangements prohibiting prescribing or dispensing GPs from charging NHS patients for private services. However, all GPs will be able to issue private scripts for blacklist drugs, although they will not be able to charge NHS patients for doing so.

Some of the changes that will need to be made to the Regulations governing the provision of medical and pharmaceutical services in England and Wales to give effect to the limited list plan, have been outlined in a letter from the Department of Health to the chief executive of the Pharmaceutical Services Negotiating Committee, Alan Smith, and chairman of the General Medical Services Committee, Dr Michael Wilson.

The Department says: "From April 1, GPs will not be able to issue NHS scripts for any [black] listed drug under any circumstances. To do so will be a breach of their terms of services.

"GPs will be allowed to issue non-NHS scripts for a [black] listed drug to be used in the course of NHS treatment though they will not be allowed to charge their NHS patients for doing this.

"Doctors who may not now dispense under the NHS will not be allowed to charge their NHS patients if they supply a [black] listed drug, including over-the-counter medicines which do not require a prescription." And the letter goes on to say Ministers are still considering whether dispensing doctors should be allowed to sell such drugs to their patients.

Alan Smith says PSNC remains convinced that, if the white list is extensive enough to cover all clinical needs, as Health Minister Kenneth Clarke claims it will be, then there will be no need for dispensing doctors to sell medicines or dispense privately. "We feel that if dispensing doctors are allowed to sell drugs it will be to the detriment of the patient. Sales are likely to be unsupervised and made by ancillary staff."

The effect would be to establish over 3,000 unregistered "pharmacies," says Mr Smith. "Would reception staff check whether a patient is on the prescribing or

dispensing list before making a sale?"

"Pharmacy is quite capable of meeting the challenge of the list with a first-class service." Mr Smith cites, as examples of pharmacy service, the lack of complaints to FPC's about the profession, the 100,000 urgent scripts dispensed annually, the millions of oxygen cylinders delivered out-of-hours, as well as around 1,000 collection and delivery services.

Dr Wilson told *C&D* he believed dispensing doctors should be allowed to sell blacklisted drugs to their patients. "Under the list proposals, rural patients will have to pay for banned medicines. I do not see why they should be further disadvantaged by having to change their source of supply." The GMSC would continue its parliamentary campaign to bring this about but it did not intend campaigning outside Parliament.

He said that urban patients would not be so badly affected. But again, for the patient's sake, the GMSC had not tried to alter any of the existing supply arrangements to benefit the doctor.

The changes put forward by the Department as "early thoughts" on what might be necessary to give statutory effect to the list are condemned as "unclear" by Dr Wilson. "Before we can seriously consider any formal proposal we will need to know precisely what changes (to the contract between the GP and FPCs) are being considered."

However, the letter to the GMSC does throw some light on changes pharmacists may expect to their terms of service: "...amendments will be necessary to prohibit NHS dispensing of a [black] listed drug, but others may be desirable.

The letter concludes by saying the DHSS is also thinking about modifying Regulation 33 (covering recovery of overpayments) to both GPs and

pharmacists, presumably to take account of any NHS payment made for a blacklisted drug.

The BMA has also published its written response to the DHSS on the limited list proposals. Dr Michael Wilson, draws widely on a report by a DHSS working party to the Greenfield Committee which rejected the limited list concept as a method of achieving economies in GP prescribing. He says that ministerial statements made up to November 1984, when the list was announced, confirm the working party report was Government policy. Its conclusion was: "It is almost impossible to establish whether the introduction of a limited list of drugs will in itself produce any financial savings for the NHS. What does seem apparent is that any attempt to do so is likely to arouse hostility, result in higher administrative costs, affect the pricing of drugs and the industry, generate unwelcome pressure for GPs and pharmacists, and possibly cast some doubts on the Government's intention's towards the standards of provision of general medical services in the NHS."

Dr Wilson says the list will not necessarily save money. "It fails to recognise the inevitable distortion of prescribing patterns which will occur, as clinicians (whose first duty is to their patients) search for the best effective treatment still available within the NHS. That treatment will not necessarily be the cheap alternative on offer."

□ Dispensing doctors in England and Wales dispensed an average of 6.7 scripts per patient in 1983-84 at an average cost of £3.34, says Health Minister Kenneth Clarke. Prescribing doctors issued an average of seven scripts at a cost of £3.50.

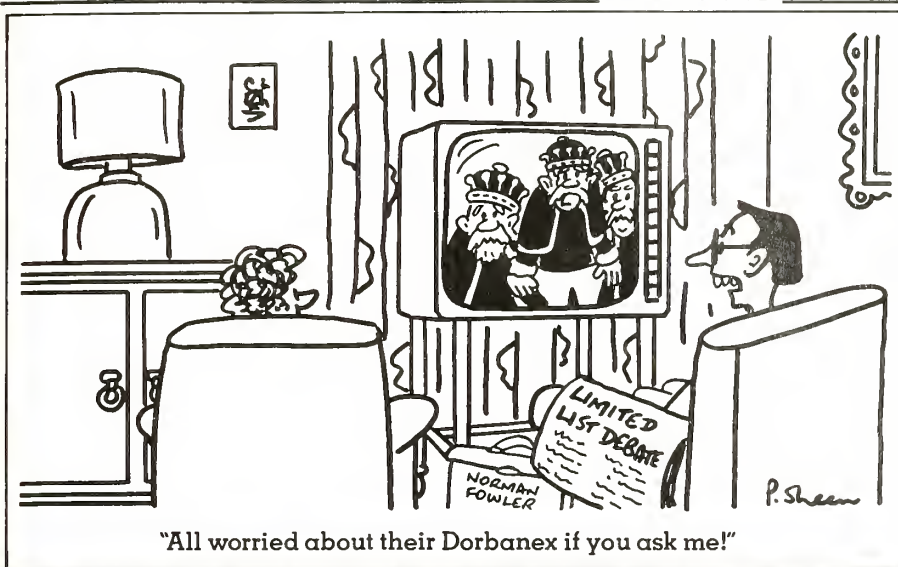
Limited list in hospitals too

Health authorities will be asked to apply to the hospital service limitations being introduced to the range of drugs prescribable through the family practitioner services.

Mr Clarke told Mr Michael Meadowcroft (Lib), that the precise arrangements have yet to be determined when asked whether he would overrule hospital formularies produced by local drug and therapeutic committees.

□ Private hospitals, including those run by BUPA and AMI, are considering instituting a limited list of medicines in line with that proposed by the Government, according to a report in the *Financial Times* last week.

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"All worried about their Dorbanex if you ask me!"

Parliament has chance to vote on the list

MPs and peers will have the opportunity to vote against the Government's limited list proposals.

They will be able to seek to annul the Regulations which the Government must introduce to amend the terms of service for doctors and pharmacists which are set out in Schedules 1 and 4 of the NHS (General Medical and Pharmaceutical Services) Regulations 1974.

Lord Glenarthur, Under Secretary for Social Services, made this clear in the House of Lords last week when the Government's proposals were again heavily criticised from all sides.

They also came under attack from Mr Thomas Torney (Lab, Bradford South) when he initiated a special debate in the Commons which led to Mr Kenneth Clarke, the Minister for Health, to say that some doctors in Mr Torney's constituency had been carrying out "an unethical and unscrupulous campaign" to alarm their patients.

The Minister declared the Government has no intention of debarring any of the poor or elderly from the treatment, free if necessary, they require under the NHS. "We have every intention that under the NHS it should be possible for all patients to have access to a complete list of preparations that is sufficient to cope with all the clinical needs of the service."

Insisting that no decision had been made about the final contents of the list, he said: "Any patient who is told that his drug will definitely not be available after April 1, has been misled, because no decisions have been taken about what drugs will be available on April 1."

Mr Clarke went on to give this assurance: "Anyone who discovers, when the final list emerges, that the brand of

drug to which he was used is not available, will also discover that the alternative is an equally effective drug which will do the medical job required at somewhat less cost to the NHS."

He said that the list drawn up by the Government would eventually be sent to doctors as "useful guidance", based on the work of an expert panel which has sifted through all the advice received from the professions.

Stressing the Government had limited the categories of drugs involved, he said: "We have not touched the life-saving drugs, we have not touched many of the more advanced areas. We believe that we can safely introduce a system within this section of the drugs bill that does not adversely affect patients and saves money for the NHS."

In his reply to the Lords debate, Lord Glenarthur complained that there were still many doctors who are guilty of slack and excessive prescribing.

He refused to accept protests by Peers that the introduction of the limited list would result in a curtailment of research and development in the drugs industry or a limitation of drug exports.

Lord Glenarthur envisaged that the list would have a mechanism "to keep its contents under review, and to advise the Secretary of State on whether or not new drugs within the categories covered should be available on the NHS."

□ The Department of Health says the expanded white list of drugs is expected to be published next week, and the Schedule blacklisting drugs no longer prescribable under the NHS, shortly after that. The panel advising on the contents of the limited list will become a permanent committee after April 1 and will advise on whether new drugs in the limited list categories should be prescribable on the NHS. A spokesman for the Department refused to comment on a *Times* report that the present white list of 31 drugs would be extended to 60, but he confirmed the eight therapeutic categories covered by the present list would not be increased.

Fowler claims chemist support

Secretary for Social Services Norman Fowler told the Commons this week that many pharmacists were in broad support of the action the Government is taking on the limited list.

Mr Roy Galley (Con) asked Mr Fowler if he was concerned about the list's affect on pharmacies and whether he would give assurances about stock losses. Mr Fowler said he would examine the position of pharmacists in his statement on the list to be issued shortly.

Norman Fowler advised some sections of the medical profession and the association purporting to represent the drug industry (sic) to "cool it" when referring to their campaigns against the limited list.

Mr Fowler said they should wait for his final statement: they would see many of their fears were groundless. He said industry would regard the kind of indiscriminate generic substitution proposal by Greenfield as damaging to its interests and affecting research-based drugs. MP Charles Kennedy had asked him why he had not adopted the Greenfield report's approach.

...as Dr Griffin hits out again

Dr John Griffin, the ABPI director, has suggested that savings on the drug bill could be made within the distribution chain.

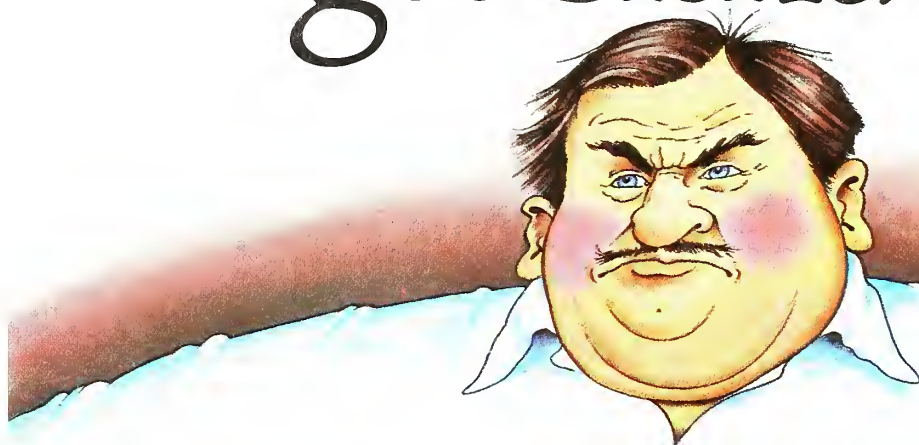
"The recent DHSS allowances on discounts could cost the taxpayers tens of millions a year," he said. "It is an area that should be looked at in any review of how savings on the NHS drugs bill might be achieved."

Dr Griffin denied the Secretary for Social Services' claim that the ABPI had suggested a reduction in the range of exemptions from prescription charges.

Mr Griffin, responding to Mr Fowler's suggestion that the industry had made little contribution to savings, pointed to the Pharmaceutical Price Regulation Scheme.

A 2.5 per cent reduction in August 1983 with a price freeze on NHS medicines had led to a reduction in return on capital to almost 16 per cent in April 1984, he said. And now, in April this year, there were to be further reductions in prices of between 2 and 3 per cent.

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When you lose weight
with Slender you
do it with taste!

Blacklist sales by GPs could close chemists

The Pharmaceutical Society has warned that rural community pharmacies could close if the Government accedes to demands from the Dispensing Doctors Association that its members should be allowed to sell medicines banned by the limited list.

"We do not believe it to be necessary," Mr Bruce Rhodes, Society spokesman. "If the Minister is to be believed, the list will be adequate to deal with all clinical conditions, and there should be no need for people to have to buy medicines elsewhere." Patients will be at risk, he suggested.

"I cannot see doctors selling medicines in person — that will not be the case in doctors surgeries," he said. "It will jeopardise the pharmacy profession in rural areas."

The Dispensing Doctors Association has said failure to allow dispensing doctors to sell "off-list" medicines will "create hardship and deprivation to the six million or so country patients who live many miles from chemists shops". In a letter sent to all MPs, the DDA says dispensing doctors do not wish to become retail chemists, nor do they want the limited list, but if there is to be one, they must be given the right to sell medicines omitted from it.

A covering letter sent to pharmacy organisations from DDA chairman Dr D. Roberts says: "If a public assurance, from

PSNC and other chemists' organisations, that opposition will be dropped within the next two weeks is not forthcoming, then the DDA will mount a publicity campaign to inform country patients and others of the difficulties they may experience. The Association basically feels that dispensing doctors and chemists could, and should work amicably together to serve our patients, but we feel our tolerance is being unduly stretched."

Mr Rhodes commented to *C&D* last week: "If doctors take pharmacists' dispensing, and then his sales of medicines, it is a very one-sided amicability."

Dr David Roberts told *C&D* their national publicity campaign will be postponed until details of the blacklist have been made more clear and discussions with members have taken place.

Dr Roberts says he does not want a list: "I don't want the hassle." He wants to be able to continue to supply patients with medicines they are already having. That will not be the case under the list system since, even if it is expanded by 60 items, there will still be hundreds left off and it will not cover everybody's needs. Dr Roberts maintains: "The only person who knows a patient's need is his doctor, not a few politicians in London."

Dr Roberts stressed he was only talking about providing medicines which are currently supplied by dispensing doctors. It would not affect a pharmacist's business, he maintained. He does not want to sell minor remedies, hot water bottles and the like: "We will leave that to chemists".

He did agree, however, that a private prescription may be a way round supplying all patients needs.

Mr Astill stressed that, when the list was strictly enforced, financial responsibility for prescribing products not on the list should rest with the prescriber.

Mr Astill forecast that, if the Government objectives were achieved, net ingredient cost would drop sharply and have a significant adverse effect on profitability. He urged the Minister to ensure these effects were reduced to a minimum in their degree and duration.

With regard to dead stock, he asked the Government to accept responsibility.

Concentrators

Health Minister Kenneth Clarke says the Government hopes oxygen concentrators will be available on NHS prescription to patients using large quantities of oxygen by "mid to late Summer."

RPA 'guarantees' medicine chain

The Rural Pharmacists Association is to ask all rural pharmacists in Great Britain to give a written assurance to the Secretary for Social Services, that they will co-operate to guarantee medicine distribution after April 1.

The pro-forma letter, which is being sent out this week for pharmacists to sign and send on to Norman Fowler, says: "This is to confirm my willingness to co-operate with my fellow pharmacists, doctors, voluntary organisations and the Post Office, to ensure the distribution of all medicines to rural patients will not only be guaranteed, but improved after April 1, 1985, when some medicines will no longer be available on NHS scripts."

API has more PL(PI)s refused

The Association of Pharmaceutical Importers has been refused four more PL(PI)s.

The latest products turned down by the Department of Health are Vibramycine 100mg from France, Premarin 1.25mg from Italy, Rifadine 300mg from Belgium and Dolobid 500mg from Italy.

The API has almost finished collecting evidence for its proposed court case seeking a judicial review of the HD endorsement scheme. Their solicitors expect the case to come to court at the end of April or the beginning of May.

NPA backing for PSNC on list

The National Pharmaceutical Association has added its voice to the PSNC's call for a "honeymoon period" after the introduction of the list, and for Government responsibility for dead stock after April 1.

In a letter to the Minister for Health, NPA director Tim Astill says that the medical and pharmaceutical professions will need time to adjust.

"There are bound to be errors," he says, "especially while prescribers accustom themselves to the contents of the permitted list. Pharmacists also may, inadvertently, dispense prescriptions for products which are no longer allowed."

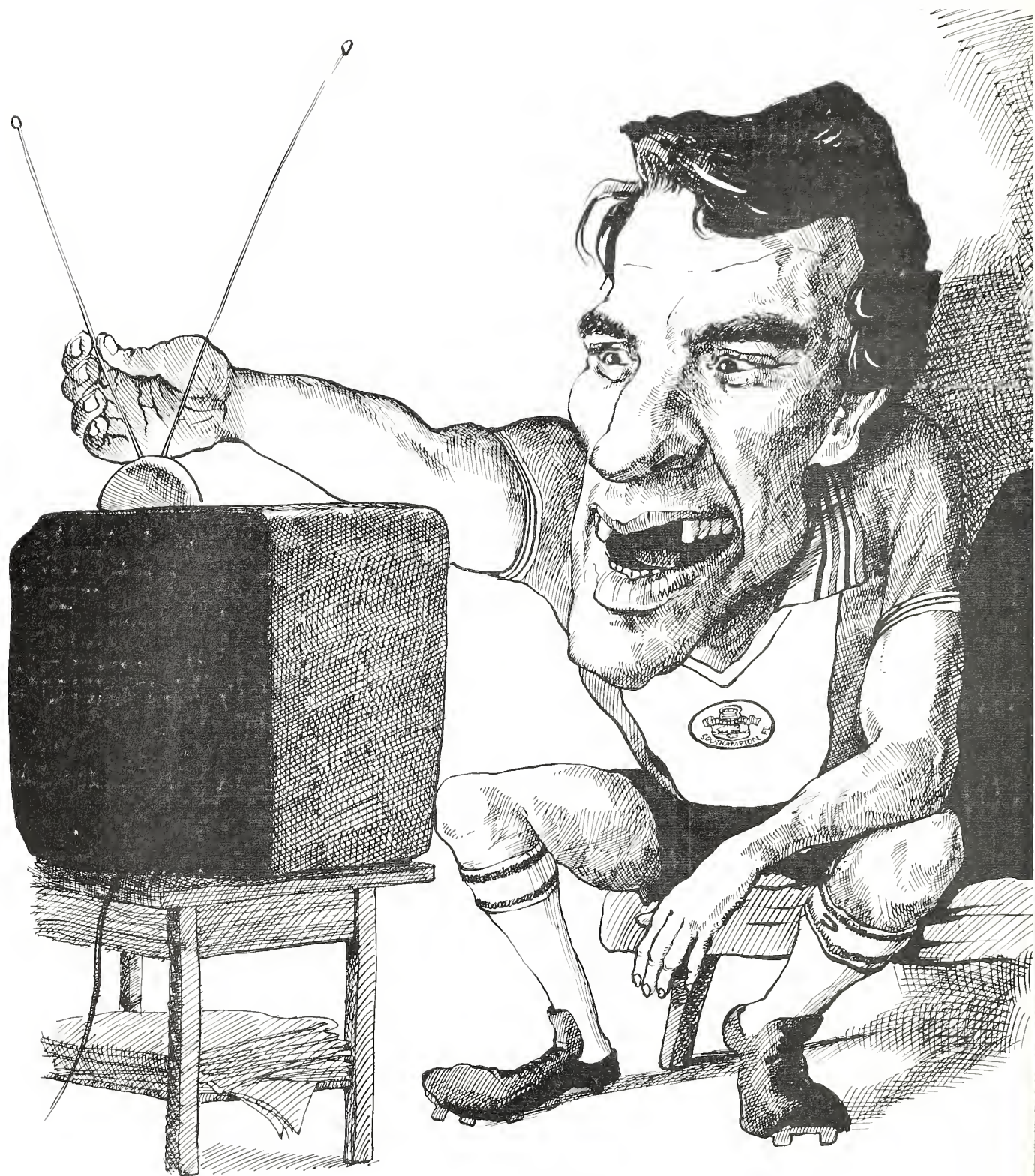
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Syringes re-used nine times

Diabetics re-use each disposable syringe on average nine times, according to a recent survey.

This re-use is causing serious problems such as bent or blunt needles, blurred markings and blocked syringes and needles. Two cases were reported of needles which snapped subcutaneously and needed surgery to remove them.

The survey showed that more than half insulin-dependent diabetics use plastic single-use syringes for all their insulin injections. Summary surveys are available from *B-D Information Office, 35 Dover Street, London W1X 3RA.*

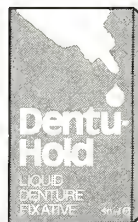
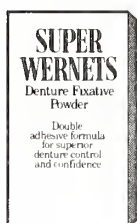


A £1m denture fixative campaign continues tonight.

There are 18 million denture wearers, not unlike Joe Jordan here.

In a bid to speak to as many of them as possible, we're spending £1m during 1985. Because the more people we reach,

the more product you sell. And as Super Wernets, Super Poligrip and Dentu-Hold already account for 77% of the market, we've even saved you the bother of having to stock anything else.



NPA wants 15g OTC steroids

The National Pharmaceutical Association believes the maximum pack size of OTC hydrocortisone preparations should be 15g, and not 5g as suggested by the Department of Health.

In a submission to the DHSS, Mr Tim Astill, NPA director, says that a 15g pack would be small enough to ensure the safe use of the product while allowing sufficient of it to treat the conditions for which it is being proposed. (*C&D* January 12, p50).

The NPA also believes that OTC hydrocortisone should not be advertised to the public, but only sold on the recommendation of a pharmacist.

□ Keith Rafen's Private Member's Bill to make unlawful production, supply or possession of a class A Controlled Drug a life imprisonment offence, received a second reading in the Commons last week.

Doctors barred from CD supply

Dr Robert Wylie Sharp of 53 Hatton Park Road, Wellingborough, Northamptonshire, is prohibited from prescribing, administering and from supplying and from authorising the administration and supply of any Controlled Drugs with the meaning of Misuse of Drugs Act 1971 except diamorphine hydrochloride and pethidine, as of January 10.

Dr Philip Abrahamson of 94 Rodney Court, Maida Vale, London W9, is prohibited from prescribing, administering and supplying and from authorising the administration and supply of any Controlled Drugs with the meaning of the Misuse of Drugs Act 1971, as of January 17. Both these directions from the Secretary of State do not cover anything which might lawfully be done without being a doctor.

Recall for more Myocrisin amps

Pharmacists are asked to return to the supplier boxes of 50mg Myocrisin lots S403 and DS4305. They are from the same production batch as lot DS4558 recalled last month because of an incorrectly labelled ampoule, say May & Baker.

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Advice — worth the extra staff

Advice is being sought from pharmacists more now than ever, I note from the recent Martin-Hamblin report. As I am growing older (bring out the harps and violins) I have mellowed a bit and am more prepared to stop and listen.

Whatever the reason, I find my time sandwiched between giving advice and trying to get on with the routine work. The routine is suffering. So I'm taking on more staff.

Yes it will cost me, but my satisfaction from the work I am doing grows apace. People come well out of their way to the pharmacy. The spread of questions never fails to surprise, ranging from how to worm a cat, to diagnosing diabetes, overlooked, incredibly, by a nameless GP who did no urine test, and asked no questions but advised against drinking too much! Probably too busy to actually hear what the patient was telling him. I did a urine test and charged the patient for it, issued a note with my findings and advised him to see the doctor again.

And then there is my old friend, a former headmistress of a local school, a lady of wit and style, who at 80+ always enriches my day. This time she asked advice about her leg which had an ulcer which had taken 6 months to heal. Now it was swelling ominously in a hard band about mid-calf. A friend had suggested specially-made support stockings! I made an appointment at her doctor the same afternoon.

I installed a blood pressure tester some time ago, and have found the service used frequently. Last week I thought it had gone on the blink. A woman, about 45 came in. Nervy sort of creature, obviously unhappy about something. She was accompanied by a sweet older lady — mother, I guessed — who sat down quietly and said nothing. "Would I check mother's blood pressure please?" I was asked, *sotto voce*, "I don't think it's right"

I took the old lady into the special area I had set aside for consultations, and, after a few gentle questions, did the test. There was no doubt — the machine was faulty. So without saying anything to her I slipped the cuff on to my own arm and checked again.

This time it was OK. Tried again, and taking courage pumped the cuff up harder. Well, eventually I got a reading to register. 298/110. Chatted to her about nothing in particular. "Any headaches?" "No just a bit tired, but what do you expect at 78?" I checked it again. It was right. I

took her, carefully, over to her daughter and sat her down.

"Would you like to take this card to her doctor. Now," I said, "drive carefully." I had the ludicrous vision of a slight bump causing her to burst. But it wasn't funny. And neither was the daughter's story of why she had come to me, though I see no point in going into that here.

And then there was the rep, laughing and fast-talking, burning with adrenalin energy, overweight, smoker's cough, and hardly able to sit down for a minute. About 40-years old, if that. I kidded him I wanted to try out my new toy, and found his BP over 170. I suggested he slowed down and saw his doctor. He just laughed, did his sell-in and went on his way! Maybe he was scared or maybe just stupid. I lead an interesting life....

Profits and the big boys

Profits aren't the same thing as turnover it seems. My turnover in the shop has been nicely above the figure for inflation, if we take that figure as about 5 per cent. However, I think in pharmacy the inflationary trend has been a little higher than that, but this is just the old gut feeling...

Recently, Macarthy's reported sales up 2.8 per cent, bringing a pre-tax profit rise of 12.5 per cent, which says volumes about wholesaling I guess. But I'm not sure whether it confirms or denies what Mr O. Logan of NAPD had to say in his letter about there being no further room for savings in wholesaling. Certainly there doesn't seem a lot of slack when profit to turnover is hovering around the 1 per cent mark.

Unichem say they are up 10.5 per cent on sales, while Vestric claim 16 per cent sales increase. Barclays sales were up about 0.7 per cent with reduced profits.

It leaves me a little apprehensive to see sales concentrating inexorably into the hands of the largest wholesaler operators. "Where will it all end?" I cry. No doubt you big boys will let me know.

On the other hand, the revelations about wholesalers' underhand attempts to circumvent the HD scheme makes me shudder. Pity we weren't told whether it's those same big boys (am I missing out yet again?) or the increasingly active car-boot fraternity.

Whichever it is, the effect is the same since, if these "close to the wind" offers are successful (ie, if pharmacists take up the opportunity for another fast buck), then this will say volumes about the profession. Actually, it makes me ashamed that such schemes should even be put to us.

Cushioncare gets £0.2m Press push

Smith & Nephew are supporting the launch of Cushioncare plaster with a £200,000 national Press campaign, running through to the end of March.

Newspapers carrying cartoons featured in the campaign, include the *Daily Mail*, *Daily Express*, *Daily Telegraph*, *Sun*, *Observer* and *Guardian*.

The company say that 80 per cent of the target market — Cushioncare is aimed at housewives with children but with a high adult bias — will see the advertisement at least three times. Cushioncare will also benefit from the spin-off effect of Elastoplast's is forthcoming £1m plus television campaign, says the company.

Cushioncare, sold only through pharmacies, has been well received by both trade and consumer since its launch in October, say *Smith & Nephew Consumer*, PO Box 81, Hessle Road, Hull HU3 2BN.



Ernest Jackson & Co are introducing a blackcurrant flavour to complement their orange flavour Centurion vitamin C pastilles. Each pastille contains 75mg of vitamin C with added glucose (28 approx, £0.50).

A £40,000 national Press campaign — "The vitamin C that's deliciously different" — runs until June. It currently features the orange variant but will feature both when the blackcurrant is available in March. *Ernest Jackson & Co Ltd*, 29 High Street, Crediton, Devon EX17 3AP.

In the sun

Brimag Trading are extending their Fabtan sun preparations range, which they introduced on a trial basis into the UK from Hungary last year.

New for 1985 are two suntan creams, one for adults with sensitive skin and the other for babies. Both come in 50ml bottles and retail at £1.95. Sun tan oil SPF 2 (£1.95) is also being introduced. POS material is available, say *Brimag Trading*, 108 Commercial Buildings, 15 Cross Street, Manchester M2 1WF.

Warm breeze for air fresheners

Air fresheners are set for growth in products and markets but the insecticides market is fairly static.

Mintel's survey shows that the air freshener market last year grew by an estimated £5m to £40m at rsp. But insecticides actually fell in value by £0.5m.

Increased consumer awareness for domestic deodorants coupled with major product innovation led to growth in both aerosol and slow release air fresheners, say Mintel. Market value is also growing ahead of inflation.

The insecticide market may see development into safer-to-use products but Mintel say that in general the market is limited by the weather.

The survey also notes that consumers are conservatively switching back from slow release products to aerosols. *Mintel Publications*, 20 Buckingham Street, London WC2N 6EE.

Lion Medical rub it in

Celerub from Lion Medical Products is a new rubbing ointment (30g, £1.30).

It contains methylsalicylate, celery seed oil, clove oil, thyme oil, pumilio pine oil, camphor liniment, menthol and salicylic acid.

The ointment acts as a rubifacient, say distributors *LAB (Laboratories for Applied Biology Ltd)*, 91 Amhurst Park, London N16 5DR.

R-V sponsorship

Richardson-Vicks are sponsoring the National Association of Boys' Clubs five-a-side football championships to the tune of £31,000.

The company will be giving samples of Biactol to the club's 200,000 members throughout the country. *Richardson-Vicks Ltd*, Rusham Park, Whitehall Lane, Egham, Surrey TW20 9NW.

Crookes show their Principal

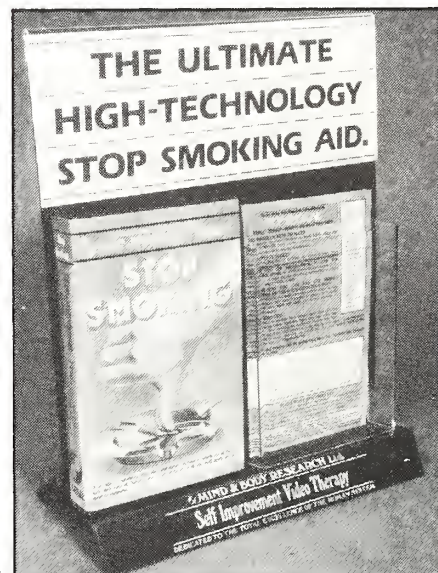
Crookes have introduced new show cards and display units for their multivitamin range. These will feature a point-of-sale consumer promotion of Victoria Principal's health and beauty book "The Body Principal" at a reduced price.

Sales figures for Crookes One-a-day multivitamins in November and December show a record market share of 8.2 per cent for the brand say, *Crookes Products Ltd*, PO Box 94, 1 Thane Road West, Nottingham NG2 3AA.

Dettol cares...

HRH The Princess Anne, will present the Dettol trophy and £5,000 cheque to the winner of the "1985 Dettol caring awards."

The event will be "live" on BBC TV's "Pebble Mill at One" on May 2. The scheme's main objective is to find and help young people, who have voluntarily given time to helping others. *Reckitt & Colman Products Ltd*, Pharmaceutical Division, Dansom Lane, Hull.



Mind & Body Research are launching the first in a series of self-improvement video cassettes (£24.99 each) for home use called "Stop smoking". Other titles in production include weight loss, back pain therapy and relaxation. A retailer's starter pack including five cassettes (three VHS, two Beta) and plexiglass POS and promotional material, are on offer at £60 trade. *Mind & Body Research Ltd*, Saxon Hall, South Harting, Hants

In a changing World...

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LETTERS TO THE EDITOR
Limited list prescribing

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Has looked after your welfare right from the start?
Whose time-honoured products are still at the top,
And ensures all repeat sales come back to your shop?
Who searches for new ones so expanding your chance
Of increasing your business and your profits enhance?
Who is it whose margins are second-to-none?
Who joins in your hobbies and helps you have fun?
Who actively gives your profession support?
Or offers to help when your assistants are taught?
Who's working with pharmacy, almost without limit,
For a healthier future for all of us in it?

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Savings may not

Surface murky in bath market

The bath additives market will see growth in liquid products but the outlook for salts, cubes and crystals is uncertain.

The Economist Intelligence Unit's latest report says the market (excluding water softeners and liquid soaps) is suffering from the recession with value up only £5m last year to £70m at rsp. The growth sector is in liquid products, which now take about 80 per cent of market value and should grow further due to the increasing use of showers. Salts, cubes and crystals are declining in market share and have a down-market profile with consumers. To increase overall market value, the EIU argues that the trend for liquids should be encouraged.

The report says that bath additives would also benefit from more positive brand advertising. Though roughly the same size as the toilet soaps market, they have an advertising-to-sales ratio of only 4 per cent compared to 18 per cent in soaps. This is probably due to the small market presence of the multinationals.

It also recommends that the market expands into the perfumery/skincare sector to compensate for the growth in inexpensive bargain packs of bubble baths which are

reducing the market value to commodity levels. In general, bath additives have seen considerable product innovation and the report now identifies four main groups: luxury, mid-price, lower-price and children's products.

Independent chemists' market share is declining, down to 8 per cent in mid 1984, and has been overtaken by discount drug stores with 9 per cent. Direct sales take 14 per cent but the expanding outlets are Boots with nearly a third and multiple grocery retailers with 21 per cent.

Both these outlets are heavily involved with own-label products which take a quarter of the market — Boots' range actually has the second greatest retail market share with 12 per cent. Radox, from Nicholas Laboratories, the market's most important manufacturer, is the largest range overall with 18 per cent. Radox liquid, says the EIU, enjoys nearly 80 per cent sterling distribution, way ahead of its nearest rivals, and the range should grow further this year. Beecham's Badedas is the next most important branded product with a 5 per cent share.

The report says that trade unions range from 20 per cent POR to over 40 per cent which are high to compensate for the slow rate of sale which also discourages retailers from stocking in depth. *Retail Business* (February 1985), *The Economist Intelligence Unit*, 40 Duke Street, London.

marketed in Harrods under their own label. Outers of 12 at £21.50 (trade) are available from G.H. Wood & Co Ltd, Kimpton Road Industrial Estate, Sutton, Surrey SM3 9QN.

Swimmers and scatterbrains

Inter-company Contacts have made two additions to their spectacle accessories range.

Gators are designed to keep your spectacles/sunglasses in place (£3.68). The elastic bands are attached to the ends of spectacles and go round the back of the head. "Having no metal clips they are suitable for use in the water or for any sporting occasion", says the company.

To prevent spectacle wearers from losing or sitting on their glasses a holder called Klip-stik (£2.33) is available which can be hung or stuck to almost any surface.

A variety of POS material and other spectacle accessories are available from *Inter-company Contacts Ltd*, Main Street, West Witton, Leybourne, North Yorks.

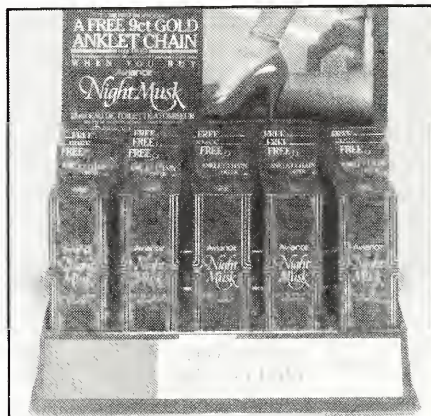
Runners make for Surf City

The Surf City range of vitamins and health supplements has been repackaged for promotion to the aerobic, running and body-building markets.

The range will be advertised in specialised magazines from March, including *Sports & Fitness*, *Running*, *Marathon & Distance Runner*, *Athletics Weekly*, *Fitness*, *Work-Out*, and the programme for the 1985 London Marathon. Sporting activities are being sponsored throughout the season.

E.G. Marketing are offering a carriage paid "starter pack" of ten products for £54.34 for individual pharmacists to test the market.

Shelf talkers and fact sheets are also available from E.G. Marketing Ltd, Park Road, Overseal, Burton-on-Trent, Staffs DE12 6JT.



One hundred solid gold anklet chains (worth £18.95) are on offer to the first 100 people who send in the proof of purchase and entry coupon from an Aviance night musk 25ml eau de toilette atomiser (£3.95). All other entries will receive a gold plated ankle chain worth over £2. The pre-pack contains 24 units, presented in a merchandiser with backcard which reflects the current poster advertising campaign. *Chesebrough-Pond's Ltd*, PO Box 242, Consort House, Victoria Street, Windsor, Berkshire SL4 1EX

Inecto go for frequent use

Frequent-use herbal shampoo and rosebay herbal shampoo (both available in 100ml, £0.73; 300ml, £1.21) are two additions to the Inecto range. *Rapidol Ltd*, PO Box 685, Hanwell, London W7.

Chemist & Druggist 16 February 1985



A prize of £150 of travel vouchers, was won by Dayaram Mistry MPS of Top Valley pharmacy in Nottingham in a Sterling Health free draw competition. Mr Mistry is pictured receiving his prize from Sterling Health's area representative Chris Taylor

Menthol spray

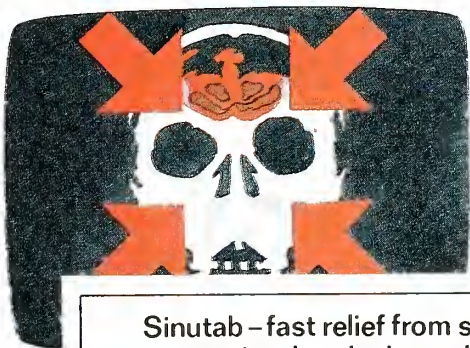
G.H. Wood, the makers of Ozium, have launched menthol airspray (150g). The company says the product has a similar formulation to Ozium but with oil of menthol, and has been successfully

The Sinutab message which brings relief to so many.

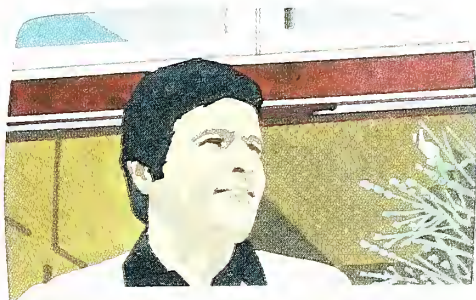
This is an X-ray of a sinus sufferer.



Sinutab clears the congestion and relieves the pain quickly.



Sinutab – fast relief from sinus congestion, headache and pain.



Sinus congestion, headache and pain is a condition more people now understand through Sinutab's advertising. With many thousands of sufferers finding relief from double action Sinutab.

The buoyant sales of Sinutab prove how well the product provides the relief that people need.

Research has shown that as many as 20% of Sinutab purchases* were made by people who previously did not self-medicate for this condition, representing genuine new business for the Pharmacy.

Many more will receive the message this winter with over £1m TV campaign from early November right through to end-March, allowing even more of your customers to gain relief with Sinutab.

Sinutab*
Clears nasal & sinus congestion
Relieves headache & pain

CONTAINS PARACETAMOL
PLUS A DECONGESTANT



WARNER
LAMBERT
HEALTH CARE

**WARNER
LAMBERT**

the name people feel better with
Mitchell House, Southampton Road, Eastleigh, Hants. SO5 5RY

*Independent research.
Further information is available on request.
Sinutab is a trade mark. R84063

Composition: Each tablet contains: Paracetamol Ph. Eur. 500 mg; Phenylpropanolamine hydrochloride B.P. 12.5 mg. **Indications:** For the relief of nasal and sinus congestion and associated headache. Also indicated for the relief of sinus pain, fever and congestive symptoms associated with the common cold, influenza and hay-fever. **Dosage:** *Adults* Two tablets three times daily. Do not exceed six tablets in any twenty-four hour period. *Elderly (over 65 years)* As for adults. *Children* Not recommended for children under fifteen years of age. **Contra-indications, warnings, etc:** Hypersensitivity to any of the constituents. Should not be used during treatment with MAOI's or for two weeks after completion of therapy. Not to be used during pregnancy. Use only with great caution in patients with hyperthyroidism, hypertension, cardiovascular dysfunction, diabetes mellitus and impaired liver and kidney function. Paracetamol can cause skin eruptions and haematological reactions have been reported very occasionally. **Product licence no.** 0019/0071 **Cost:** 15's x 12 List Price ex. VAT £8.19 30's x 6 List Price ex. VAT £6.74



£2m backing for Sweetex

Sweetex is being relaunched with a £2m advertising campaign.

The brand has been restyled with new packaging. A new logo brings the range up to date and projects a strong food image say Crookes Products. A new tablet pack size — Sweetex 800s — replaces the 750s packs. The 1,200 table-top dispenser comes in a cylindrical shape and both packs are blister carded. Sweetex Plus is presented on a red blister card to distinguish it from the green livery of other Sweetex products.

A £1.4 million television campaign starts in April. Press advertising in slimming and health publications will continue throughout the year.

Confident boost from Wella

Wella Colour Confidence, relaunched last Autumn, is to be supported by a £1m advertising campaign.

National television advertising will break on February 22 and continue for four weeks. A women's Press campaign will appear in the March and April issues, including *Options* and *Vogue*.

An on-pack competition offers the winner and the owner of the shop where the product was purchased, diamond jewellery worth £10,000 — £5,000 each.

Window show cards feature the Press campaign. *Wella Great Britain*, *Wella Road*, *Basingstoke*, *Hants*.

Popular priced Hamimex

The Hanimex 35 SF introduces a planned collection of "popularly priced" cameras.

Carrying a suggested retail price of £72.93, it offers motor drive, built-in flash with special setting for close-ups, low-light warning in the viewfinder, electronic exposure control, sliding lens cover and automatic film rewind at the end of roll.

The 35 SF measures 127mm x 76mm x 54mm, and weighs 250g.

A current on-pack promotion is designed to reinforce the "health and fitness" message of Sweetex. An exercise workout tape and wallchart with Diana Moran, the "Green Goddess", are available with proofs of purchase of 2,200 tablets. Tracksuits, running shorts and vests, sweatbands and recipe leaflets will also be offered to applicants for the cassette and wallchart.

A 10 million door-to-door distribution of leaflets is designed to boost the promotion.

New POS is available including two sizes of units.

A competition gives stockists the chance to win a week for two at Grayshott Hall health farm, with 100 runners-up prizes of Sweetex designer jogging suits.

"In spite of intense competitive activity, 1984 has ended with Sweetex in a strong position, with a volume market share a clear 10 per cent ahead of the closest competitor and with consumer sales 14 per cent up on a year ago," says brand manager Stephen Martin. *Crookes Products Ltd*, PO Box 94, 1 Thane Road West, Nottingham NG2 3AA.

"Everything about the camera has been geared to provide fussless photography", say *Hanimex (UK) Ltd*, *Hanimex House*, *Dorcan*, *Swindon SN3 5HW*.

German juice

Spencer-Lingard are distributing Rabenhorst health drinks, imported from Germany.

The range includes 11 mixed fruit juice with vitamins, pure apple juice, orange and buckthorn nectar and pear nectar, (750ml, prices range from £1.40 to £2.04).

There is a 33.3 per cent profit margin on the range, say *Spencer-Lingard Ltd*, *The Maltings*, *Church Street*, *Needlingworth*, *Huntingdon, Cambs*.

ON TV NEXT WEEK

G Grampian	U Ulster	STV Scotland (Central)
B Border	G Granada	Y Yorkshire
C Central	A Anglia	HTV Wales & West
CTV Channel Islands	TSW South West	TVS South
LWT London Weekend	TTV Thames Television	TT Tyne Tees
C4 Channel 4	Bt TV-am	

Aspri:	All areas
Askit powders:	TVS
Aspro Clear:	All areas
Baby Fresh:	All areas
Cidal:	Bt
Comtrex:	All areas
Dentu-Hold:	All except STV
Dixcel toilet and facial tissues:	All areas

And so to bed... with Superted

Two new characters have been added to the "Bedtime Pals" range of novelty hot water bottles from Jackel International.

"My Little Pony" and "Superted" join the range of hand painted hot water bottles, which are also designed to act as toys for children of all ages.

All products in the range are produced to British Safety Standards, and are decorated using non-toxic paints.

"My Little Pony" and "Superted" hot water bottles (£9.00 each) are gift-packed in a gusseted handled polypropylene bag with a backing card showing pictures of the characters. *Jackel International (UK) Ltd*, *Kitty Brewster Estate*, *Blyth*, *Northumberland NE4 4RG*.

Dana Musk now in pre-packs

Dana Musk (£3.15) previously sold uncartoned is now packaged with the word Musk picked out in scarlet lettering. It is available in pre-packed units of 12, with a minimum order of one unit. *Dana Perfumes Ltd*, *45a Crusoe Road*, *Mitchum*, *Surrey*

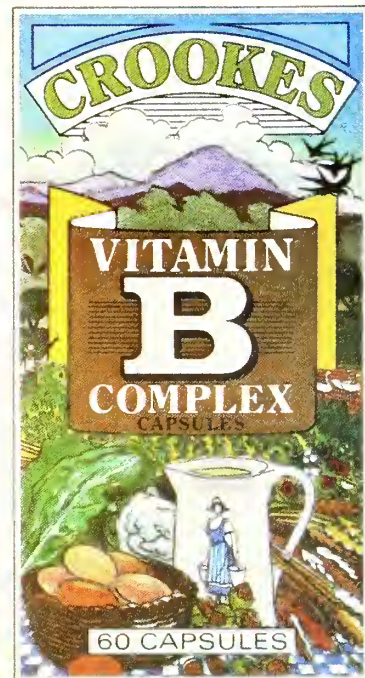
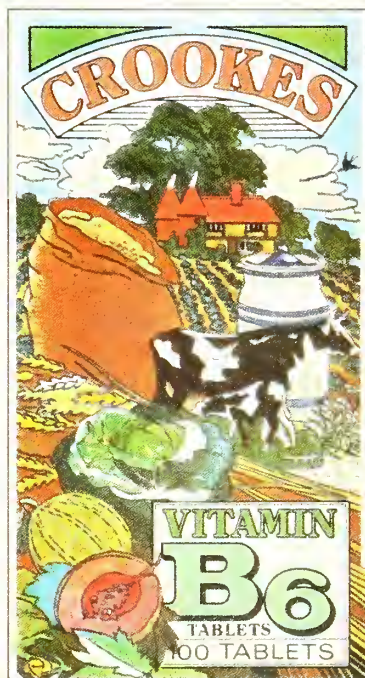
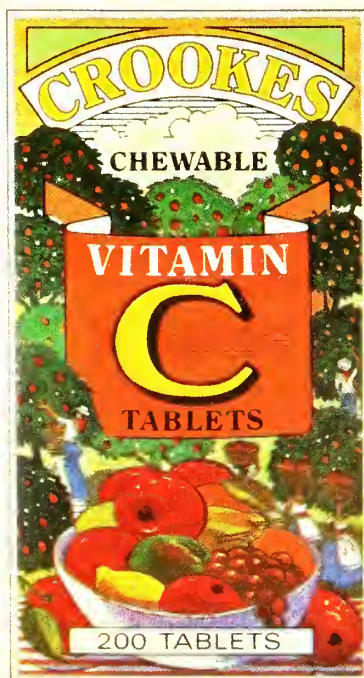
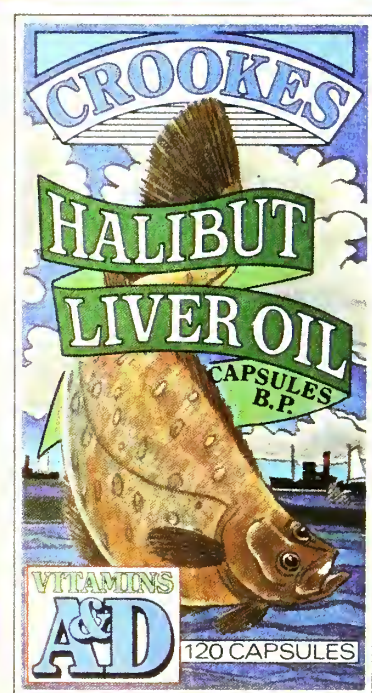
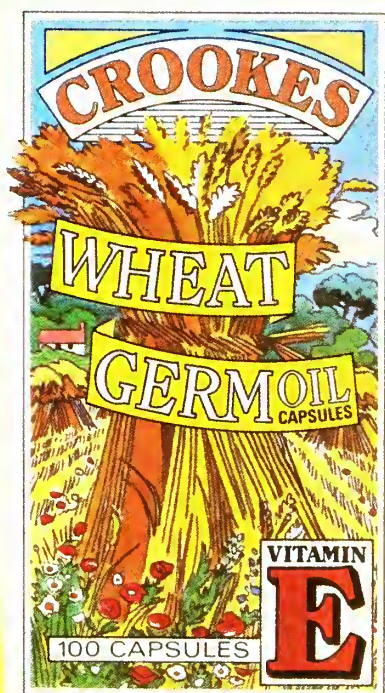
Maalox revamp

Rorer Pharmaceuticals are repackaging their OTC packs of Maalox and Maalox Plus tablets.

Both are blister packed (10, £0.69) and there are introductory bonus terms available on request from distributors *Radiol Chemicals Ltd*, *Stepfield*, *Witham*, *Essex CM8 3AG*.

Duracell:	All areas
Empathy:	All areas
Ever Ready batteries:	All areas
Hills balsam:	G,Y
Johnson & Johnson shampoo:	All areas
Karvol nasal decongestant:	All areas
Lotussin:	Y,C,TTV,Bt
May & Baker:	BTV,G,Y,TT
Mucron:	CTV,STV,BTV,Y,TVS,ITV,C4
Nicholas-Kiwi Odor Eaters:	A
OZ Kettle de-scaler and bath cleaner	TTV
Scholl Lite Legs support tights:	STV,Y,TT
Scholl thermal-in-soles:	All areas
Sebamed:	C,G,STV,HTV,TVS
Strepsils:	All areas
Super Poligrip:	All except STV
Vaseline petroleum jelly:	Bt
Vita-Fiber:	All areas

One of the sunniest launches ever



● We're putting a healthy **£250,000** behind the launch of our exciting new range of vitamins.

● We're taking full-colour spaces in key

women's weekly and monthly magazines.

● We're giving 80% of women the chance to see our ads an average of 6 times.

CROOKES
VITAMINS

Because we understand how you feel.



Marcel man's new offering

Former Louis Marcel owner, Malcom Thorogood has introduced Sukara massage cream (£3.85) to be manufactured by his new company Cos-matrix.

Contained in a chunky 250ml bottle with pump dispenser top, the massage cream is "light, non-greasy and far easier to use than professional oils", says Mr Thorogood. The cream is said to contain moisturising properties which leave the body "silky smooth".

It is available in two variants: hypo-allergenic and fragrance free or wild rose. Included in each pack is an illustrated leaflet describing basic massage techniques and showing how to massage main areas of the body.

A £1¼m campaign will run in the women's Press from April to October. And television advertising is promised in July. *Cos-matrix, Weir Bank, Bray-on-Thames, Maidenhead, Berks SL6 2ED.*

UK cosmetics trail Europe

The West European market for cosmetics and toiletries was worth an estimated \$15,240m in 1984, a rise of 8 per cent over 1983, and a 2 per cent increase in real terms.

These findings are from a market survey just published by the Euromonitor research and publishing group, covering 16 European countries.

The largest overall market is West Germany, with retail sales estimated at \$3.600m in 1984. France represents the second largest at just under \$3,000m, ahead of the Italian and British markets which are currently worth roughly \$2,500m.

During 1984, nine countries are estimated to have shown real growth. The Dutch market grew by 3.5 per cent in real terms against an inflation projection of 3.5 per cent. The French and West German market grew by 3 per cent in real terms on very different inflation rates. The UK market grew by 2 per cent.

Total European retail sales of toiletries and cosmetics rose by 76 per cent between 1978 and 1983. Growth was 10 per cent in 1983, and expected to average 8 per cent in 1984 at current prices.

The UK market has declined by 7 per cent since 1978. Euromonitor say whole European toiletries and cosmetics market has shown little growth over this period. They would put overall growth between 1978 and 1983 at only 3 per cent in real terms. 1983 was a better year for UK sales were up 5 per cent in the year.

Euromonitor envisage little real growth in the European market for toiletries and cosmetics in the foreseeable future. In constant terms, the market is expected to remain more or less static or show a marginal decline.

Some of the smaller European markets are expected to show some growth but the UK, Italy and West Germany are expected to decline in real terms. *The European Toiletries & Cosmetics Report. (£360) Euromonitor Publications Limited, 87 Turnmill Street, London EC1M 5QU.*

Multi-usage Vaseline push

Chesebrough-Pond's will be promoting Vaseline petroleum jelly as suitable not just for babies, but also for adult and child skin care and sports usage, in their advertising which breaks on March 4.

The television campaign on TV-am will run through to October. The company says it will continue its heavy sampling campaign in 1985 — "reaching 70 per cent of all new mothers". *Chesebrough-Pond's Ltd, PO Box 242, Consort House, Victoria Street, Windsor, Berks SL4 1EX.*

Back to school

Duracell have published an educational resource pack aimed at secondary school science students, called "Cells and batteries" (£6.95).

The pack includes teacher's guide, colour filmstrip and commentary notes and information on the care and maintenance of batteries. *Duracell UK, Duracell House, Church Road, Lowfield Heath, Crawley, Sussex RH11 0PQ.*

Pest push from Rentokil

Rentokil are introducing three product ranges backed by £1.3m promotional support this Summer and Autumn, including a television campaign in four or five regions.

The household aerosol range comprises fly and wasp killer (£1.29), flea killer (£1.79), and crawling insect killer (£1.69). All products have colour packaging and are available in outers of 12.

The greenhouse and garden aerosol range comes in green packaging and includes: greenhouse and garden insect killer (£1.39), houseplant insect killer (£1.49), houseplant leaf shine (£2.29) and blackfly and greenfly killer (£1.49). Fills are again 250ml, available in outers of 12.

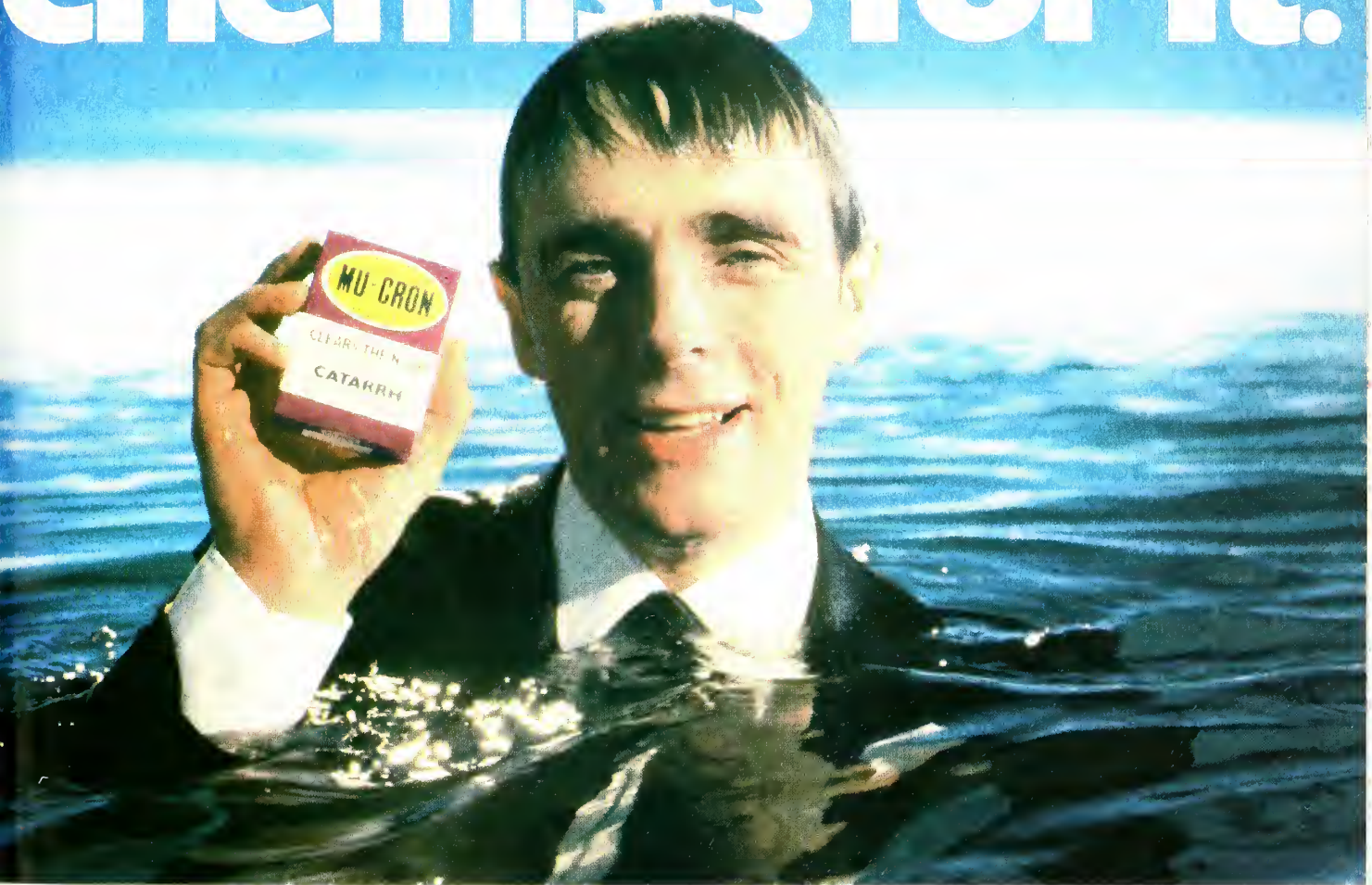
The garden care range has ant killer (25ml, £0.79, 50ml, £1.39), slug killer (£1.49) and gardeners insect repellent (£1.99, 75ml). All products come in outers of 24, except for the 25ml ant killer which is available in outers of 36.

Rentokil have also repackaged their wasp nest killer (£1.49) and relaunched insect powder as ant and insect killer (£1.09). Both products come in outers of 12. *Rentokil Consumer Products, Felcourt, East Grinstead, West Sussex RH19 2JY.*



Pharmacist Bernard Barnett has won first prize in the Vestric/Gillette competition "Let Silkiency take you to Monte Carlo." At Stockpoint chemists, Hazel Grove, Stockport, Bob Sherlock, Hayward Vestric depot manager, (right) and Tommy Johnson, Gillette area manager, (centre) presented Mr Barnett with two tickets to the fourth Vestric convention in Monte Carlo, in March. The other first prize winner was Mrs Elizabeth Ogilvie of D&E Ogilvie, Chemists, Innerleithen, Peeblesshire

Sinus sufferers everywhere are diving into chemists for it.



Look what Ciba have come up with. The right commercial (Underwater Man) for the right product (Mu-Cron) at the right time (now).

And as we're running the commercial until the beginning of March, all you need is a plentiful stock of Britain's leading decongestant, in the right place.

MU-CRON[®] PRESENTATION: Strip-packed tablets containing phenylpropanolamine hydrochloride 25mg; guaiphenesin 32mg; prep. ipecac 11mg; paracetamol 250mg. INDICATION: To relieve symptoms of paranasal sinusitis, nasal congestion, perennial rhinitis and catarrh. DOSAGE: Adults: 1 tab two or three times daily; max 3 tabs in 24 hours. Children: 0-12 yrs, use Junior Mu-Cron Syrup; 12-15 yrs, 1 tab twice daily. CAUTION: Do not give to patients with hypertension, hyperthyroidism, diabetes, heart disease or those taking MAOIs. SIDE EFFECTS: Rarely dizziness, headache.

Little growth in after shave

Deodorants and hair preparations are the only products to have shown any sales increase over the past three years, say Mintel in a recently released report on men's toiletries. But there has been little growth in the overall market.

After shave and lotions, which dominate the sector have shown virtually no growth in production, suggesting an element of retail destocking in a crowded market, says the report.

Mintel estimate the retail value of the market sectors in 1984 as follows: after shave and other lotions £55m, hair preparations £24m, deodorants and antiperspirants £30m, talcum powder £10m, all others £12m.

The market, worth £131m rsp, has now polarised into two main sectors. There are the big mass market brands from companies such as Shulton, and Beechams, and there are the premium-priced, up-market brands.

The top end of the market is the only sector to be showing any sign of growth, in contrast to the static nature of the mass market where successful new launches can be more difficult, say Mintel.

The after shave and colognes sector is the largest in the men's toiletries market, and Mintel estimate value share as follows for 1984: Aramis 18 per cent; Shulton (Old Spice 8 per cent, Blue Stratos/Mandate 6 per cent); Fabergé (Brut 33, 11 per cent, Brut 2 per cent); Avon 6 per cent; Denim 4 per cent; all others 45 per cent.

Aramis is particularly important in the premium priced sector with a dominant market share, followed by Paco Rabanne, Yves St Laurent, and the Givenchy, Dior, and Chanel, all with similar shares.

Chemists and department stores are important outlets for men's fragrances, says the report. Boots is thought to account for about a third of sales and independent chemists for about a fifth. Department stores are strong at the top end of the market where products rely on sophisticated merchandising. Woolworths, drug stores and supermarkets feature strongly at the lower end of the market.

The pre-Christmas sales period is crucial, and 60 per cent of sales may be generated in the last quarter of the year.

Deodorants are thought to offer promising potential for market expansion. Usage among men is growing, and so the aim is to persuade more men to use a deodorant at all, and also to increase frequency among men who are irregular users.

Total expenditure on advertising for men's toiletries has remained fairly constant over the past three years with a ratio of 5-10 per cent of the retail market value. About three-quarters of advertising appears during the last three months of the year to catch the Christmas market.

Mintel predict that, as traditional male attitudes change, and the use of fragrances is no longer thought unmanly, the steady flow of new brands will continue, and the market will maintain growth in nominal terms. Potential areas for expansion exist in the up-market ranges, after-sport products and skin-care. *Mintel Publications Ltd, 7 Arundel Street, London.*

A bouquet of Yardley

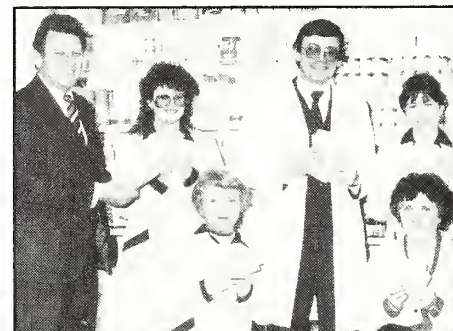
Bouquets of colour is the name of the Yardley range for Spring.

Two colour combinations are available reflecting "the delicate shades of Spring blossom and the slightly deeper tones of the cottage garden", say Yardley. Products featuring the new colours comprise: trial size lipsticks (£0.60), nail polish (£1.55), eyeshadow duos (£1.60), roll-on cheek colour (£1.25) and automatic lipgloss (£0.99).

ESP stayfast lipstick (£1.85) is being introduced in 12 shades. "It contains an advanced formulation to give excellent staying power, texture and application", says the company.

Yardley's cream shadow pencil (£1.49) is to be launched in eight new shades which include rose crystal and black pearl.

Following the "success" of the Autumn jewel box shade sapphire, the company says it is introducing the sapphire shade into ESP mascara (£2.15), kohl pencil (£1.25) and eyeshadow duo-sapphire/lilac lustre (£1.60). *Yardley of London Ltd, Miles Gray Road, Basildon, Essex.*



The last Unichem Golden Dozen winner is pharmacist Alan Sheppard, proprietor of A&J.M. Sheppard of Aberdare, South Wales. He is pictured (centre) receiving £1,000 cash prize from Swansea branch manager, Jim Sims. The staff also received £100 to share between them

Healthy push

Farley Health Products are promoting Casilan instant milk protein and Glucodin glucose powder with a 10 per cent extra offer from March. The three month nationwide promotions will feature on 30,000 and 240,000 packs respectively. *Farley Health Products Ltd, Torr Lane, Plymouth PL3 5UA.*

Inhaler with built-in valve

The Rybar inhaler no 1 has been improved with a change in the structure and design of the rubber bulb component.

The new seamless black bulb has an *in situ* valve, eliminating the problem of

replacement of valves lost.

Pharmacists holding stocks of the inhaler with green bulbs and white valves imprinted "Suba-Seal" are requested to remove the bulbs and return these to Rybar for replacement and postage reimbursement. *Rybar Laboratories Ltd, 29 Hill Avenue, Amersham, Bucks HP6 5BX.*

Kanebo magic

Kanebo are launching new colours for eyes, cheekbones, lips and complexions called the magic makeup collection.

Small, medium and large palettes feature matt and shimmering shades such as kiwi brown, light apricot and soft peach. There are two new shades for tanned complexions: sunny beige and bamby brown. *Kanebo division of OBL Manufacturing Ltd, Bath House, Holborn Viaduct, London EC1A 2AP.*

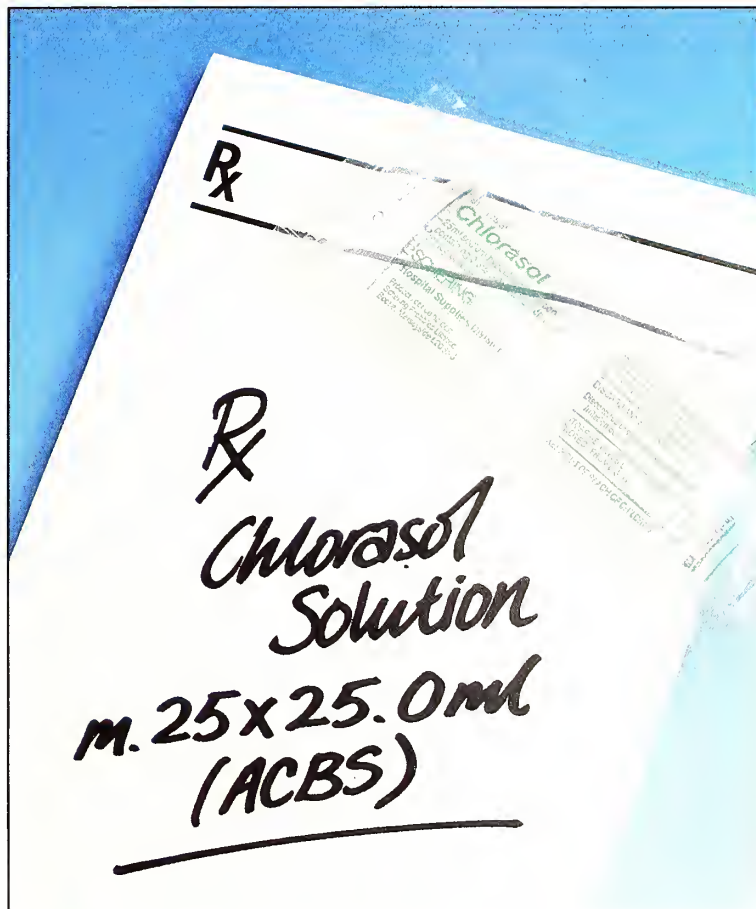
Soft for Spring

Soft petal shades constitute Rimmel's pastels collection for Spring, into which aqua-lash waterproof mascara is being introduced.

Lash lengthening mascara (£0.99) comes in a smudgeproof, unperfumed formula and is available in marine green, peacock blue, coffee brown and raven black. *Rimmel International Ltd, 17 Cavendish Square, London W1M 0HE.*

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Preferential treatment for nurses



Chlorasol

the obvious alternative to Eusol

Chlorasol is the only ready-mixed
hypochlorite solution,
conveniently packed for a
long shelf-life.



For further information please write to:

Schering Chemicals Ltd., Hospital Supplies Division, FREEPOST, Burgess Hill, West Sussex RH15 9BR. Tel: 044 46 6011.

National Press for Alberto VO5

Alberto-Culver are launching their first national advertising campaign in support of Alberto VO5 hot anti-dandruff.

Advertisements will appear during the month in the *Sun*, *News of the World* and the *Daily Express* followed by regional insertions in the following newspapers: *Daily Record*, *Wolverhampton Express & Star*, *Newcastle Chronicle*, *Brighton Evening Argus*, *South Wales Echo*, *Bristol Evening Post* and *Manchester Evening News*.

The specialist haircare magazines such as the *Hair & Good Looks Book*, are also covered with insertions in the Spring issues. *Alberto-Culver Co*, Houndsmill Industrial Estate, Telford Road, Basingstoke, Hants RG21 2YX.

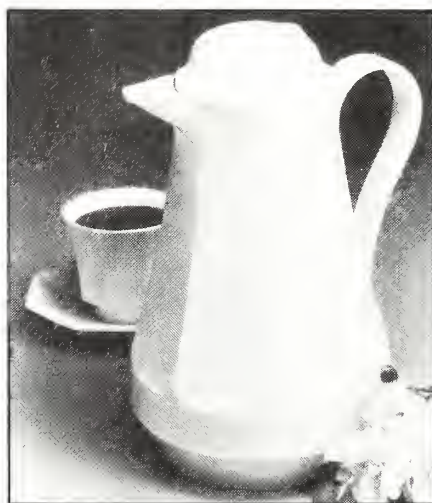
New from Dikla for lovely nails

Beauty Basics are extending their Dikla nail range to include nail hardener (£4.75) and nail polish dryer (£3.25). Both products will be available from April.

The range has been repackaged so that the existing Dikla nail cure now comes in a 50ml tube, featuring a bright pink fingernail and is itself presented in a white box incorporating the same graphic design.

The nail hardener comes in a 14ml bottle with a pink fingernail design and has a brush applicator. Nail polish dryer is presented in a 100ml aerosol featuring a red fingernail graphic design and red top.

Beauty Basics says that sales of the Dikla range increased 45 per cent last year. *Beauty Basics Ltd*, 51 Calthorpe Street, London WC1X 0HH.



Coffee Butlers from Thermos

Thermos are launching a new concept in vacuum insulated coffee pots (£12.95-£13.95) called Coffee Butlers with a £200,000 campaign.

The range of Coffee Butlers feature drip free spouts with pour through stoppers and, have a one litre capacity. They come in six designs: three white models for dining room tableware, one stoneware — look suitable, says the company, for the kitchen, and, for more formal coffee drinking, two burgundy and brown designs.

For the first time Thermos are using an above-the-line campaign with advertising, using the headline "How was coffee made at eleven still fresh at three the butler did it", appearing in magazines which include *Good Housekeeping*, *Radio Times* and *TV Times*. Advertising will run from April to June and October to November. *Thermos Ltd*, Ongar Road, Brentwood, Essex.

Russell move

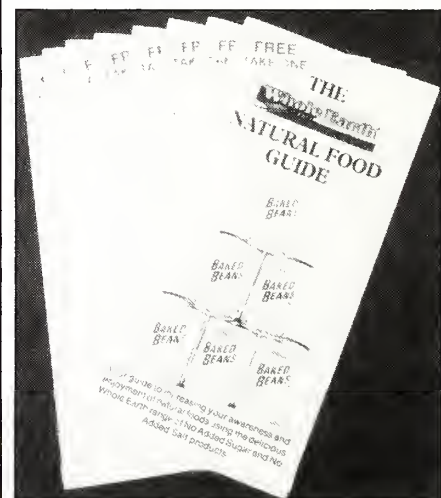
Thomas Christy are now responsible for distributing the Jerome Russell range. *Thomas Christy Ltd*, North Lane, Aldershot, Hants.

Fishy push for Canderel

Canderel is being supported from February 18 by nationwide advertising worth £1.5m.

The television campaign runs for six weeks and is supported by Press advertising in national slimming magazines and below-the-line promotions including leaflet drops.

The 30-second TV commercial uses dolphins to create "powerful dimensions of grace and elegance", say *Searle Pharmaceuticals*, Walton Road, Morpeth, Northumberland.



To help increase diabetics' and dietitians' awareness of their product range, *Whole Earth* have just produced "The Whole Earth natural food guide". The 12-page colour brochure gives nutritional analysis on each product plus cookery ideas and is available from *Whole Earth Foods Ltd*, unit D, Western Trading Estate, Park Royal, London NW10.

Symbols for purity and health



Only found on Cantassium vitamins, minerals and diet foods — the Professional's choice.

Sole chemist distributors Dendron Ltd.,
94 Rickmansworth Road, Watford, Telephone No. 0923 29251.

Rita Greer

Philips Batteries. Fresh off the shelf. Date coded to prove it.



Philips batteries are date coded so customers know they're fresh off the shelf. You can be confident they're totally leak proof too.

Philips batteries: A complete range; Normal, for regular applications; Extra, for everyday use; Super, for heavy duty applications; and Alkaline, for prolonged continuous use.

PHILIPS

Simply years ahead

Philips Lighting
City House, 420-430 London Road, Croydon CR9 3QR
Telephone 01-689 2166 Telex 946169



£1 MILLION CONTEST

Ad budget tripled after 35% sales growth.



National ITV1 campaign begins February 22nd.



Spectacular diamond theme echoed in Double Page Spreads in all major women's monthlies.



£10,000 of diamonds to be won in unique trade and consumer competitions.



Wella Colour Confidence. A growing brand in a growing market.



Boost your Colour Confidence order now and contact Wella Great Britain, Wella Rd, Basingstoke, Hants RG22 4AF. Telephone: (0256) 20202.



DENCE BOOSTER.

A woman with dark, curly hair and a pearl earring is looking thoughtfully at a small booklet titled "Win the Diamond". The booklet features a large, glowing diamond graphic and the text "Your chance to win in the Colour your Confidence Wella Diamond Deal". A red banner in the top right corner of the booklet says "WORTH £2000".

SONY



SULEO-C LOTION
WITH CARBARYL

SULEO-M LOTION
WITH MALATHION

A 2 hour total kill of lice with Suleo-and excellent patient compliance.

New Suleo-M Lotion and Suleo-C Lotion have been developed by International Laboratories to meet family needs for louse control and eradication. The traditional 12 hour application represented a substantial deterrent to correct usage by mother and child as the pungent, lingering smell affected the living environment and demanded laundering of bedclothes.

Applied as directed, Suleo Lotions will kill all head lice and eggs. After two

hours the head can then be cleaned with any proprietary shampoo.

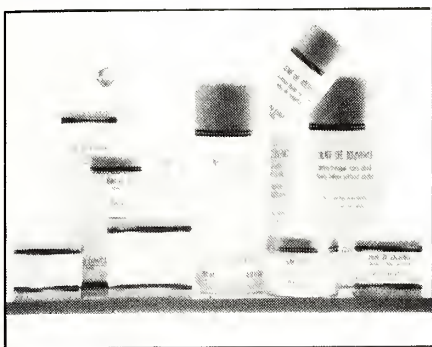
By reducing the length of application by no less than ten hours the prospect of full patient compliance is dramatically enhanced.

International Laboratories have also developed a community programme of insecticidal rotation, and will be working with the health districts to notify pharmacists of suggested rotation policy in their district.

Suleo-M and Suleo-C Lotions. A Major Step Forward in Louse Control



Another Guaranteed Product from International Laboratories



D'Àveze go into chemists

Jean d'Àveze have re-packaged their Ligne de Jouvence range of skin-care products, and are extending their distribution into chemists.

The products, which have up till now been available in beauty salons, are packaged in white and grey boxes with a gold logo.

The collection consists of: lait de jouvence demaquillant cleanser (200ml, £5.95), suitable for all skin types; lotion tonique (200ml, £5.95) — an alcohol-free toning lotion; lotion stimulante (200ml, £5.95) — toning lotion recommended for oily, normal and combination skins;

emulsion fluide hydratante (30ml, £6.95) — a light moisturiser; cream hydratante de jour (50ml, £8.95, 75ml, £12.50) — moisturiser for dry and mature skins; creme de jouvence (50ml, £12.50, 75ml, £16.50) — a night cream for all skin types; masque traitant face mask (50ml, £6.95); creme pour le cou (30ml, £9.50); and baume pour des yeux (15ml, £16.95) — a balm to nourish skin around the eye area. *Pascall Ltd, 10 Maresfield Gardens, Hampstead, London.*

Kid's Copyright

Copyright Promotions have licensed over 25 British companies to manufacture 150 Rainbow Brite childrens' products.

Products suitable for sale in pharmacies include sculptured character soaps (£0.99); multi-coloured bath crystals (12oz, £0.99), talcum powder (£0.99) and foam bath (£0.99). A gift set which contains bath crystals (or foam bath), soap and talc retails for £2.49. *Bellair Cosmetics PLC, New Road, Winsford, Cheshire CW7 2NX.*

PRESCRIPTION SPECIALITIES

Cox additions

Cox Pharmaceuticals have added amiloride tablets 5mg (100, £6.80) to their range. The primrose yellow, flat, bevel-edged tablets have "AR/5" on one side with "G" on the reverse.

The company has also introduced azathioprine tablets 50mg (100, £35.10) — pale yellow, biconvex, marked "AE/50" on one side and "G" on the reverse, and metformin 850mg tablets (300, £10.80) — white, circular, biconvex, cylindrical, film-coated tablets. All prices trade. *Cox Pharmaceuticals Ltd, Whiddon Valley, Barnstaple, Devon EX32 8NS.*

Pharmorubicin

Manufacturer Farmitalia Carlo Erba Ltd, Kingmaker House, Station Road, Barnet, Herts EN5 1NU

Description Sterile, pyrogen-free, red, freeze-dried powder in vials containing 10mg and 50mg of epirubicin hydrochloride with lactose

Indications Single agent in a wide range of neoplastic conditions, including breast, ovarian, gastric and colorectal carcinomas, lymphomas, leukaemias and multiple myelomas. May also be used in combination chemotherapy

Dosage Single agent: 75-90mg/m²,

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repeated at 21-day intervals. For other dosages and combination therapy see manufacturers Data Sheet

Contraindications, warnings etc

Cardiac toxicity may occur when the cumulative dose exceeds 700mg/m². Others as for other anthracyclines. Full details in Data Sheet

Packs 10mg (£14.50) and 50mg (£69) vials for injection

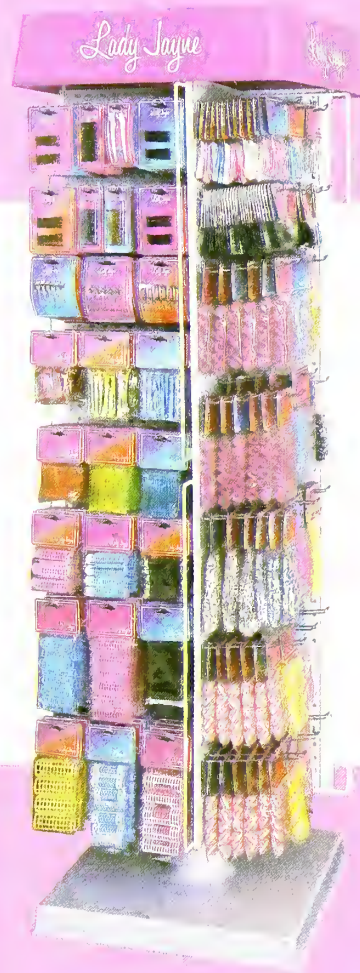
Supply restrictions Prescription only
Issued February 1985

BRIEFS

Tagamet syrup pack change: From March, Tagamet syrup will be presented in 500ml white polyethylene bottles instead of amber glass. The price is unchanged. As well as giving a reduced risk of breakage in transit and use, the new design aids holding and pouring, say *Smith Kline & French Laboratories Ltd, Welwyn Garden City, Herts AL7 1EY.*

Ludiomil colour change: Over the coming months the iron oxide based dye in Ludiomil tablets is to be changed. Tablet colours will be as follows: Ludiomil 25mg; greyish red; Ludiomil 50mg, light orange, and Ludiomil 75mg brownish orange. *Ciba-Geigy Pharmaceuticals, Wimbleshurst Road, Horsham, West Sussex RH12 4AB.*

Lady Jayne STANDS FOR PROFIT



Lady Jayne have combined its innovative skills of developing new products, with the best in point-of-sale display stands.

Lady Jayne

Laughton & Sons Ltd,
Warstock Road, Birmingham.

TV STARTS
MARCH 4TH

COMMUNITY CHEST

YOU ARE SELLING MORE AND MORE
SENSODYNE TOOTHPASTE.
COLLECT SUBSTANTIAL PROFITS
AND PLACE NEXT ORDER.



£2 million + on national TV means even bigger profits.

Sensodyne Toothpaste is the No. 1 profit maker and brand leader in the chemist sector. And whilst most other brands have been declining, Sensodyne has grown at an unrivalled rate.

Add the fact that Sensodyne sales always respond dramatically to TV advertising, and you'll see why our new £2 million National campaign is guaranteed to set your till ringing.

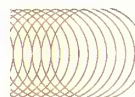


Mint Flavour
SENSODYNE
TOOTHPASTE
for sensitive teeth

The secret of our success is that Sensodyne's unique formula works. Nearly every dentist in Britain recommends it.

So order now, and make sure you stock and display both fresh Mint and Original Sensodyne.

Ask your Stafford-Miller representative for details of special terms.



SENSODYNE
TOOTHPASTE
for sensitive teeth

Or phone us
direct on
Hatfield 61151.

SENSODYNE TOOTHPASTE

THE BRAND LEADER. THE PROFIT LEADER

Stafford-Miller Ltd., Hatfield, Herts. AL10 0NZ.

Statutory sick pay set for shake-up

Two important changes to employers' financial contributions are in the offing — one affecting statutory sick pay and the other national insurance contributions.

The new Social Security Bill proposes quite drastic changes in the statutory sick pay scheme. At present an employer has to pay employees who go off sick SSP for a maximum of eight weeks in each tax year.

Thereafter, the employee goes on to sickness benefit paid by the DHSS and, if sickness continues, proceeds to invalidity benefit.

The employer can recover amounts paid out from his monthly national insurance contributions. If the sums available are not sufficient he can recover any money due from the PAYE he has to send in.

The new Bill contains provisions making the employer responsible for twenty eight weeks in a tax year, instead of the current eight.

This means social security sickness benefit will no longer apply to most employees. Only those ineligible for

statutory sick pay will draw it, since most people at the end of twenty-eight weeks, if still sick, will go straight on to invalidity benefit once their SSP has come to an end.

However, SSP payments will still be recoverable in the same way, and talks are now going on to put administrative arrangements into effect.

The changes are expected to come in on April 1 next year. The government has also made a major financial concession to employers from April 1 1985.

Their national insurance contributions, calculated on an employee's statutory sick pay, will no longer be payable, though the employee will still have to pay his contribution on SSP if otherwise eligible to pay contributions.

The new Bill has yet to complete its stages through Parliament before it becomes law.

The long arm of Scottish law

A case in the Scottish courts has a direct impact on employers in the UK as a whole where an employee leaves to work for a competitor.

The case concerned a woman whose job was to visit the homes of prospective customers to design and sell bedroom furniture. Her contract of employment contained a clause stating that if she left for any reason, she could not be employed by any other similar firm or individual for 12 months.

The employee found a job with a direct competitor and her original employers obtained an injunction preventing her from working for the competitor. The employee appealed on the grounds that the injunction was too wide in area as it covered the whole of the UK.

The appeal was dismissed. The judge said that the clause was reasonable in protecting the legitimate business interests of the original employers.

In cases of this kind the law aims to balance freedom of the individual to work with business interests of the employer.

Such a wide restriction would not be held to be reasonable in all cases. It should

be noted that if there is nothing specific about this matter in an employee's contract then the employee is free to work wherever he wishes, even if the new employer is a direct competitor.

If any restrictions are to be imposed they must be written into the terms of employment. In view of the difficulties such clauses can cause, legal advice should certainly be sought.

Taxing golden handshakes

Businesses often make lump sum payments to directors and employees and it is worth knowing where tax is payable in these circumstances.

If a director or employee leaves and is given a lump sum in lieu of notice, tax is payable as if the sum were paid in salary over the period of notice due.

Lump sums given where a director or employee cannot continue working due to injury are completely exempt from tax, as are sums paid when an employee dies. The same applies where lump sums are payable under approved pension schemes.

Where a payment is made as compensation for loss of office when

someone leaves there are special tax concessions. The first £25,000 of such payments are completely free of tax (although it should be noted the State redundancy payment is added to the firm's contribution in determining whether a person exceeds the £25,000 limit).

Over this sum of money the rules become complicated. Essentially, between £25,000 and £50,000 attracts half relief and £50,000 to £75,000 quarter relief. Anything over £75,000 is taxable in full.

Some 90 per cent of lump payments for loss of office are under £25,000 so the other rules are only likely to affect a few highly paid directors.

What's the code for BT?

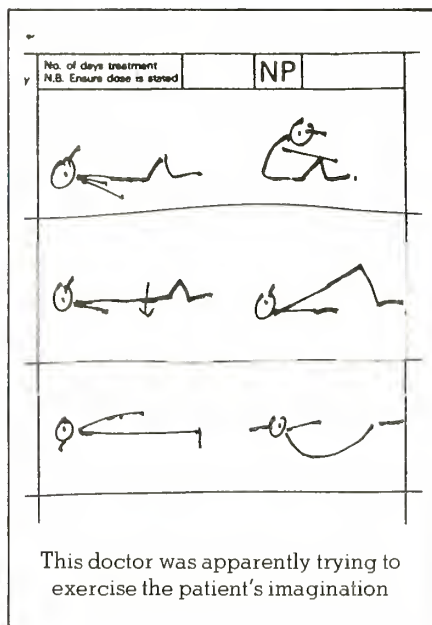
As British Telecom is now a private company, it has to follow a code of practice in dealing with consumers' complaints.

These should first be raised with British Telecom itself but if you can't get satisfaction then there is also an overseeing body called the Office of Telecommunications.

This would handle cases when BT may be pressurising businessmen to use its own telecommunications rather than using non-BT firms — for example, by raising difficulties for the consumer in relation to rentals and fees for the use of, and connection with the BT network.

The OFTEL allows for disputes involving up to £1,000 to be referred to arbitration, if necessary.

OTFEL can be contacted at Atlantic House, 50 Holborn Viaduct, London EC1N 2HQ.



College of Practice to be independent next year

The College of Pharmacy Practice is to separate from the Society and become an autonomous body from January 1, 1986.

When the College's request for separation was considered at this month's Council meeting. Mr W.M. Darling said that one of the concerns among members of the pharmaceutical profession was the number of organisations within pharmacy. He saw the separation of the College as the creation of yet another organisation. He also wondered what would be the impact of the College on the academic standards for registration. Would it dilute the standing and function of the Pharmaceutical Society?

Dr T.G. Booth said that there had been no opposition from members at the College's annual meeting to the concept of separation; equally, there had not been a great deal of warmth for separation. Nevertheless, one had to bear in mind that there had been a general wish by the College to separate, and there had been no opposition.

Mr C. Hitchings said that in financial terms the College was viable. It had become well-established within the profession, and it seemed that the time had come when it ought to separate from the Society.

Mr J.P. Kerr recalled that, when the College had started, the idea was for it to exist on its own. The Council had helped initially but, after what had been achieved, it was now logical for the College to be independent. The Council agreed that separation should take place.

More essential reference books. The required list of reference books for preregistration experience is to be expanded and so is the list of recommended books.

The new list of required publications is Martindale; British National Formulary; Medicines and Poisons Guide; Pharmaceutical Handbook; The Pharmaceutical Codex; Data Sheet Compendium; "Minor illness or major disease: responding to symptoms in the pharmacy" by C. Edwards and P.A. Stillman, or a similar publication on the same subject*; An up-to-date catalogue of pharmaceutical products; National Pharmaceutical Association Diluent Directories* or equivalent; Drug Tariff*; A medical dictionary (eg Butterworths)*. Items asterisked are new additions.

The recommended list includes publications which approved establishments should, if possible, have available or should at least have access to. The list is as follows: *British Medical Journal*; *British Pharmacopoeia*; *The Lancet*; *The Practitioner*; "Pharmacy law and ethics" by J.R. Dale and G.E. Appelbe; the Chemist and Druggist Directory; a first aid reference book; a publication on drug interactions; a reference book on pharmacology and therapeutics (eg Goodman and Gilman, Bowman and Rand or the Merck Manual).

The Council agreed that the two lists should apply to all future applications for approval for establishments and that existing approved establishments should be informed that they are expected to update their libraries appropriately.

Concern on sugar-based medicines. The Council has agreed that the Society should act as a joint signatory to a letter expressing concern about the adverse effects of sugar-based medicines on the teeth of sick children. The other proposed signatories are the British Association for the Study of Community Dentistry, the British Dental Association (Dental Health and Science Committee), the British Paediatric Association, the British Paedodontic Society and the Health Education Council (Dental Health Advisory Panel). It is proposed to send the letter to the standing dental, medical and pharmaceutical advisory committees of the Department of Health, to the Department's chief dental officer for Northern Ireland, Scotland and Wales and to the Association of the British Pharmaceutical Industry.

Council to be investigated. Mr J. Balmford moved: "That a working party be formed to consider all aspects of Council meetings and work, and report to Council with its recommendations".

He said that a survey had been undertaken in 1978-79 and was available in the office. But he believed that when the report had come to the Council in 1979, the issue had been dodged and the result inconclusive. He felt that the Council should operate in the most efficient and economic way. Since 1979, changes had occurred that the Council should be aware of and might help it in the way in which it operated.

Mrs M. Rawlings seconded the motion and said that she supported the setting-up of a working party. Six years was a long

time in the history of the organisation.

Mr P.A. Hunt felt that, rather than setting up a working party, it might be possible for the Council to reconsider the existing document. Many members of Council had not seen it, and if it were considered again, it would save a great deal of time.

Mr Kerr moved by way of amendment that the Council should look at the report of the previous working party and make a judgment on how it should proceed after that. Mr W.H. Howarth said that he would prefer Mr Kerr's proposal to the establishment of a working party, which could be very expensive. The amended motion was carried.

Meeting on animal medicines. The Society is to seek a meeting with senior officials of the Ministry of Agriculture to discuss recent changes in the legal classification of veterinary products. Concern is to be expressed at the impact of the legislation on the range of veterinary products available for sale through pharmacies and merchants.

Deputies for RDC. A letter is to be sent to the Department of Health supporting a proposal that deputies should be appointed for the three lay members of the Rural Dispensing Committee.

Green cross decisions. The Council has decided that the Society's green cross symbol should not be used on pharmacy delivery vans, but that a flag bearing the green cross symbol may be used at pharmacy premises provided it is discreet and dignified in terms of size and siting.

Views on OTC steroids. The Society is to welcome the Government's proposal to relax legal control on topical hydrocortisone preparations, but is to ask for a larger pack size to be made available.

The Legislation Committee felt that, while the proposal should be welcomed, the proposed pack size of 5g of hydrocortisone 1 per cent might be inadequate for some of the permitted indications, such as the treatment of nettle rash and detergent dermatitis. It was considered that a 10g pack size would be more appropriate. The Council accepted a Committee recommendation that a letter should be sent to the Department of Health setting out those views.

Study days. The 1985 study days for preregistration graduates are to be held in late April or early May, in Bradford and in London. The programme is to be extended to three full days, but without evening sessions.

Tutors' seminars. Three seminars for first-time preregistration tutors are to be held in Spring, 1985, in London, Manchester and Edinburgh. The seminars are to be

Continued on p349

Chemist & Druggist 16 February 1985



Anusol is a trade name

anusol

Recommend an ideal range for your customers

- * Cream with a vanishing base, rapidly absorbed
- * Ointment for dry irritated conditions
- * Suppositories for a measured dose of internal medication

Piles and associated anal irritation are very common ailments, as every retail pharmacist knows. With Anusol, you can recommend the most suitable presentation from a medically-prescribed range of treatments — all of them

soothing and effective, and a thoroughly professional recommendation.

To help your shyer customers, there's a compact display unit for Anusol — please let us know if you would like one.

**WARNER
LAMBERT**
HEALTH CARE
the name people feel better with
Mitchell House, Southampton Road, Eastleigh,

Composition: *Anusol Cream* Each 100 g. of cream contains: Bismuth Oxide 2.14 g, Balsam Peru BPC 1973 1.80 g, Zinc Oxide Ph. Eur. 10.75 g, *Anusol Ointment* Each 100 g. of ointment contains: Bismuth Subgallate B.P. 2.25 g, Bismuth Oxide 0.875 g, Balsam Peru BPC 1973 1.875 g, Zinc Oxide Ph. Eur. 10.75 g, *Anusol Suppositories* Each 2.8 g. suppository contains: Bismuth Subgallate B.P. 59 mg, Bismuth Oxide 24 mg, Balsam Peru BPC 1973 49 mg, Zinc Oxide Ph. Eur. 296 mg

Indications: *Anusol Cream and Ointment* For the symptomatic relief of uncomplicated internal and external haemorrhoids, pruritus ani, proctitis and fissures. Also indicated post-operatively in ano-rectal surgical procedures and after incision of thrombosed or sclerosed ano-rectal veins. *Anusol Suppositories* For the symptomatic relief of uncomplicated internal haemorrhoids and proctitis. Also indicated post-operatively in ano-rectal surgical procedures and after incision of thrombosed or sclerosed ano-rectal veins

Dosage and Administration: *Anusol Cream and Ointment* Adults Apply to affected area at night, in the morning and after each evacuation until the condition is controlled. Thoroughly cleanse the affected area, dry and apply cream or ointment. *Anusol Ointment* should be applied on a gauze dressing. *Anusol Cream* is prepared in a vanishing cream base and may be gently smoothed onto the affected area without the

need to apply a gauze dressing. For internal conditions use rectal nozzle provided, and clean it after each use. Not to be taken orally. *Elderly (over 65 years)* As for adults. *Children* No dose recommended. *Anusol Suppositories* Adults Remove wrapper and insert one suppository into the anus at night, in the morning and after each evacuation. Not to be taken orally. *Elderly (over 65 years)* As for adults. *Children* Not recommended.

Contra-indications, warnings, etc. *Anusol Cream, Ointment and Suppositories* History of sensitivity to any of the constituents. Rarely, sensitivity reactions. Patients may occasionally experience transient burning on application, especially if the anoderm is not intact.

Product licence No's. *Anusol Cream* 0019/0040, *Anusol Ointment* 0019/5002, *Anusol Suppositories* 0019/5001.

Cost. *Anusol Cream* x 12 List Price ex VAT £9.67; *Anusol Ointment* x 12 List Price ex VAT £9.14, *Anusol Suppositories* 12's x 12 List price ex VAT £9.85, 24's x 6 List Price ex VAT £8.68

Data sheet available on request R84440

Which brand of plasters outsells all the others put together?



Last year it had almost 60% of the first aid dressing market.

This year it's spending £1.25 million on television, the only brand to really support the market.

Its Airstrip[®] and Fabric plasters

are brand leaders and with its Clear plaster it offers your customers the complete range.

It's also introducing new fabric fingertip and knuckle plasters which will be in assorted packs.

It's the one people ask for by name. It's Elastoplast.^{*}



Continued from p346

extended to one evening plus the following full day. The Society's regional committees and the Scottish and Welsh Executives are to be asked to arrange autumn meetings for both experienced and first-time tutors, together with supervising pharmacists in the hospital service. The opportunity will be taken to seek the tutors' views about their continuing training needs, with a view to producing an element of compulsory attendance in future years.

Regret over Heriot-Watt. The Society is to express extreme regret at the University Grants Committee's confirmation of its decision that the future grant to Heriot-Watt university will be based on the assumption that the 1985 intake into the school of pharmacy will be the last.

The Education Committee noted that the UGC chairman had indicated that his committee would be considering future provision of postgraduate and continuing education for pharmacists in Edinburgh. It was also noted that, although the traditional view within the UGC has been

that continuing education should be self-supporting, a recent UGC working party had recommended that academic institutions should include continuing education as a specific item of provision, alongside teaching and research.

Council agreed that a letter should be sent to the UGC chairman noting the recent decision with extreme regret, and asking for information about the UGC's intentions with regard to postgraduate and continuing education, bearing in mind the recent working party report.

Register of Merchants. The Annual Register of Merchants' premises, which the Society is required to maintain under the Medicines (Exemptions from Restrictions on the Retail Sale or Supply of Veterinary Drugs) Order 1984, is to be made available at the selling price of about £40 a copy. The price is based on expected sales of at least 200 copies.

Record sales of Martindale. Sales of the 28th edition of Martindale in its first 24 months were greater than for any previous edition in the same period.

American "BNF". An American edition of

the British National Formulary, called "Drug Consultant", has now been published. The book was dedicated to the late executive editor of the BNF, Mr Ron Brown.

Award repeated. The R.P. Scherer Award is again to be made available in 1986. The Society's current nominees on the panel of judges are to be invited to serve for a further year.

More letters of congratulations. The Council has agreed to continue with the existing practice of sending letters of congratulations to members of the Society who have completed 50 years as a pharmacist. In addition, similar letters are to be sent to those completing 60 years and 70 years on the Register.

"Ag and vet" co-option. Mr M. Reynolds has been co-opted to serve on the Agricultural and Veterinary Pharmacists Group Committee for a period of one year.

Auditors. Mr R.A. Wing has accepted an invitation from the Council to fill the casual vacancy in the office of auditor following the recent death of Mr J.C. Bloomfield.

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New arrival to boost CTPA image

Marion Kelly might have been licensing director for the Muppets. But Kermit's loss is the cosmetic industry's gain. Three weeks ago she moved in as director general of the Cosmetic Toiletry & Perfumery Association. C&D went to see how this erstwhile pharmacist and secretary of the Proprietary Association of Great Britain was settling in.

"I should say that at the time I had no intention of going for the Muppets job," says Miss Kelly. "I think every five years or so it's a good idea to go to an interview. It keeps you in touch with interviewing techniques, keeps you on your toes and makes you look where you're going. It also helps when you are interviewing staff yourself."

Miss Kelly did not get offered the job, although she was shortlisted for it, after adopting the rather unorthodox tactic of ringing up the head-hunting agency who had been engaged to fill the post. "I have never failed to get a job when I went to a client interview," she says.

An Australian by birth, Miss Kelly began her career as a pharmacist in Melbourne and Sydney. She first came to Britain in 1966, aged 24, to do the "European tour." This included a trip to Canada, with a spell working in Montreal. "I did locums, but nothing of a career nature," she says. "I consider myself as a late starter — I had no career as such until I was 30."

Women have an advantage here, she feels. "Whereas fellows realise they have to provide for themselves and probably a family, we don't. They get on with it — they know at 21 there is no way they are going to do anything other than earn money. They are going to have to get a job they enjoy that will keep them."

"Women take longer to come to grips with that idea, perhaps on the grounds they marry. We have the luxury of being able to do what we want, like travel. More women travel at that young age than men. Most men are establishing a career. I was not interested — I was relatively well-paid, footloose and fancy free."

Miss Kelly became a UK resident by accident rather than design. Australians have no automatic right of residency, and have to get their permit renewed periodically. "At the end of the second year they make it quite clear you are expected to be out by the end of the third," she says. "At this stage I was working for

John Bell & Croyden. The manager there sent my passport off to the Home Office saying I had been there for some time and would be difficult to replace... I believe they lost my passport — it took months to come back. I think they were so embarrassed they stamped it for permanent residency. I had to leave the country with a note with a Home Office phone contact. I never applied officially for permanent residence!"

Working for John Bell was what she considers her first "real" job. "The thing about retail pharmacy is that as soon as you are employed you are usable. In other jobs, such as my last one at the Proprietary Association, you need experience. You are learning for the first year, so have to make a minimum commitment — you have to stay at least two years," says Miss Kelly. "However, one substantial disadvantage is that you have to be there when the shop is open."

Life outside a white coat

One of her reasons for leaving was that she was looking round to buy a flat in London. "You couldn't just pop out when the estate agent called."

There then followed a period where she decided to see "what life outside a white coat was like." A one-year stint as an account executive with Henderson Group One PR was followed by a period as a sales executive for the conference division of Crest Hotels. Later, as exhibition co-ordinator she was responsible for finding novel ways of exhibiting Gestetner heavy printing equipment in a travelling exhibition. Her final and most successful exhibition was held in Stirling Castle and opened by the Duke of Edinburgh.

"The problem with pharmacy is that in hospital you are mixing with people from your own background. In a shop the white coat affords you a certain protection. Once you go into another job your degree counts for nothing. I didn't enjoy that part particularly. I took a drop in salary and

found that coming in as a relatively junior executive was not at all easy. And as a sales executive I learned selling things is not so easy either."

"Working in a shop and being a dogsbody in an office are two fairly essential experiences in life. The public can be damned difficult and you find that out very swiftly in retail."

Miss Kelly returned to pharmacy to work in the Hilton Hotel Grosvenor House pharmacy group. It was shift work with an extraordinary mixture of clients, she says.

The next move was to the Proprietary Association of Great Britain in 1974, where she was to remain for 10 years, and become what one Department of Health official described as the "world's leading expert on labelling an aspirin bottle." Her first post was as advertising services executive, until she replaced Mr Tony Fuell in 1982 as PAGB secretary.

"It was a fantastic job at the PAGB. I had a lot of learning to do at the beginning and had to become familiar with some 800 products. The whole business of looking at an ad is based on the code of advertising practice, but the whole thing is based on precedent. Being a pharmacist provided an essential background knowledge of the products involved."

While at the PAGB a small domestic crisis led Miss Kelly to try her hand at journalism. "That was in desperation! I misunderstood a rates bill. County Hall put on a supplementary rate and sent out what looked like a bill, but was in fact a summary," Miss Kelly recalls. "I was about to go on holiday back to Australia. I couldn't write about aspirin, so it had to be trivia. I decided I would try to sell the pieces in Australia to the women's Press."

With impeccable logic she decided women were interested in men, and her men needed to be rich, famous and handsome, with Australian connections. On that basis she lined up Lord Vestey, John Bentley, who started life as a Melbourne stockbroker, and Michael Blakemore, who recently directed "Noises Off" in the West End.

"I had four days to go before I left, and by that time I was committed. At that stage I found I had misread the bill and did not really need the money. I arrived in Australia at Christmas — when everything closed down — and sent my stuff off to Consolidated Press — Kerry Packer's mob." After a week she had heard nothing, and after scouring the news stands she found one magazine "where one guy did everything — editor, ad manager etc. I figured he had to be there. She sold her pieces for \$200."

The first time Miss Kelly returned to Australia it cost two thirds of her annual *Chemist & Druggist* 16 February 198.



Getting to grips with the problems of the cosmetic toiletry and perfumery industry, the much-travelled Miss Kelly is now settled in her desk as director general of the CTPA.

salary. "I didn't start travelling back regularly until they introduced Super Apex fares six years ago in an attempt to put off Freddie Laker."

Miss Kelly was at the PAGB for 10 years, but could see no further place for her to go there. "One of the problems with a small organisation is that there is no sideways promotion as there would be in a larger organisation." The CTPA job came up when her predecessor, Brian Cassidy, was elected as a Euro MP. "I was tempted because it was a small organisation. The work was not dissimilar to the medicines field and the products were ones I was familiar with from retail. I wasn't looking to leave the PAGB — it just happened. The opportunity wasn't likely to come round again."

In at the deep end

The CTPA has over 100 member companies, and seeks to promote the interests of the toiletry, cosmetic and perfumery industry in the UK. It is closely involved with European affairs on behalf of its members. "I had the immediate problem when I walked through the door of not knowing what the main issues were, or what were the long term objectives and

the acute issues. The very week I joined I had my first major problem."

This involved the use of markers in alcohol used in imported toiletry products to exempt them from excise duty. The British proposals were put to EEC officials by the Customs & Excise last week, and Miss Kelly is hopeful the outcome will be satisfactory. If not a case in the European courts will proceed. There is a potential loss to the industry of £200m at stake, she estimates.

Longer term problem

A longer term problem is the European Cosmetics Directive. Even after three weeks this is a subject on which strong feelings are evident — the Australian accent comes more pronounced and the language stronger. The Directive has two annexes, one for totally prohibited substances, and the other for substances prohibited except under certain circumstances. It goes on to have a series of positive lists for things like colourants and preservatives. The positive list is in two parts, firmly positive and provisional, ie. ingredients used in existing products, which the industry considers to be safe but for which the EEC is demanding more data. Deadlines are approaching by

which provisionally listed ingredients must become firm positive, deleted or further provisionally listed.

"You have got a range of things commonly used which now require further justification. Industry is investing a lot of time and manpower in producing background dossiers for things they already use, while countries like the USA and Japan get on with the real technical innovation. There is a concern that European industry will become bogged down testing what we've got and all the major moves will come from abroad. It could take 15 years," says Miss Kelly.

"If there is no satisfactory data for a compound it could be removed from the list to be re-established at a later date. That means you have to reformulate the product. That takes away any incentive — industry does not work that way. We do not believe the Directive should be in this way at all. We believe the two lists — prohibited and limited — are quite adequate.

The CTPA's public face

"There's a lot of pressure to get a lot of work done by the end of the year and its a hell of a waste of time. It would be better to restructure the Directive. It strikes me there are a lot of scientific advisors looking at the situation, and they don't actually have a problem so they are creating one. Give a large committee the remit to make sure there are no hazards in a jar of petroleum jelly and it will go and look for them.

"UK industry would prefer that the way the Directive is progressing be halted and that it be focussed on the negative list principle."

In the meantime, Miss Kelly has been busy meeting people. Because of the scientific nature of much of the work, and its vast range of areas of interest, the CTPA has a large number of subcommittees, panels and working parties. Arrangements for the CTPA's 40th anniversary dinner in May are beginning to loom on the horizon.

And as the Association's public face, Miss Kelly is also conscious of her personal appearance, or "the scaffolding" as she lightly refers to it. "I'm not sure what my total image package should be, but the industry is concerned with appearances to a large extent. I have noticed that companies that manufacture decorative cosmetics and premium goods do tend to have an image and I don't think I should fall below the standards they set. That doesn't mean I can look like the girl on the cover of our annual report," she says diplomatically. But she could be a strong candidate!

Unsupervised dispensing

With reference to your editorial this week (February 9, 1985), I feel certain that the knowledge Council is discussing the proposal that "suitably" qualified technicians be able to dispense without supervision in either branch of the profession will be greeted with horror by, at the very least, the community membership and probably by their hospital colleagues as well.

In an age when pharmacy is under attack from all sides it appears to me that what is being seriously considered is nothing less than the most appalling undervaluation of the importance of pharmacists by a Council elected to protect their interests.

Over the past 130-odd years we have evolved a route whereby those legally qualified to supervise the dispensing and sale of medicines be trained. It moved from a one-year to a two-year diploma course to, finally an all-graduate three year degree-course.

If it is seriously endorsing "de-skilling" the dispensary operations (as has been proposed by politicians in the past) then it seems to me that Council is neglecting its vital duty of ensuring the safety of the patient. In the process, this move also represents professional suicide for the community pharmacist.

No Sir, this proposal must be very firmly rejected in terms that no one can misunderstand, and Council must see that this is so. It should remember, also, that with the annual elections approaching, the membership will surely vote for those who speak for a strong and united future for pharmacy as a profession and those who look to the pharmacist as the only person legally qualified to supervise both the dispensing and sale of medicines in this country.

Allan Asher
London E18

Who supports the pharmacist?

Bravo to David Rayner (*C&D* Jan 26 p198) and his letter concerning our "brothers" in the pharmaceutical industry who persistently support the grocer. The guide to suppliers and therapeutic index (no doubt written by qualified persons) in order to help and assist our unqualified fellow High Street traders to counter-prescribe shows the extent to which some

people go to earn a "quick buck".

I was told by a friend that a bottle of a branded TV advertised cough mixture had been obtained from a grocery outlet, the cough mixture being produced by a company heavily dependent upon dispensary business and counterprescribing for the major part of its business. I telephoned the company to check on the availability of the product to the grocery trade. After speaking to three people who were not in a position to give me an answer I was finally transferred to the marketing manager. The gentleman, in all fairness, made clear that at present it was not company policy to supply to the grocery trade but it had in fact attempted to retail the said cough mixture in a local grocery chain 12 months previously (my local pharmaceutical branch after much pressure was able to ensure its withdrawal).

The trade manager stated that local chemists had caused it's withdrawal, but being from a grocery background himself he sympathised with the grocer and said no doubt there might be a change of policy in the future. It was at this time I informed the trade manager that I was a pharmacist. His reaction — Oh I've blown it! You've got me hook, line and sinker!

After politely informing the person that the prescriptions I dispense and the products I counterprescribe pay his wages there was a "change of tune"! Let us pharmacists serve notice to such companies . . . Pharmacy-only products deserve our support! The Wellcome Foundation, Parke-Davis, May & Baker deserve our full support and shelf space.

Drug companies please note . . . From April you will need the pharmacist more than ever before so give us your full support. Don't "two-time" with the grocer.

Mark L. Hutton
Hedon, Hull

Toxic aluminium

I write with regard to a statement in the *Clinical Pharmacy* article on renal disease, published on January 26. The authors state that aluminium hydroxide is not absorbed from the gut. This clearly is not so.

Some absorption undoubtedly takes place even in a normal subject, but he is able to cope with this by the process of excretion, primarily in the urine.

The CRF patient cannot excrete aluminium and may be consuming many times the normal antacid dose of aluminium hydroxide. In some parts of the country this is compounded by the use of water for dialysis which contains fairly high levels of aluminium, which are not removed by normal deionisation procedures. Aluminium toxicity thus tends to be a localised problem, but is not entirely so, as some patients have suffered from the condition even when using water with low aluminium levels.

Much work has taken place in the UK and in conjunction with other European colleagues, maximum levels have been set

The table below should have accompanied the article on renal disease by Mr R.J. Greene and Dr N.D. Harris (*C&D*, January 26)

Table 1
Common causes of renal failure

	Pathology	Examples of disease states	Acute/ Chronic
POST-RENAL	Obstruction	Renal stones	C (A)
		Tumour	C
		Neuromuscular	C
		Prostatic hypertrophy	C
RENAL	Immunological lesion	Glomerulonephritis	C
		Hypersensitivity	A
		Systemic lupus	C
	Toxins, drugs	Nephrotoxicity	A
	Congenital	Polycystic kidney	C
	Infection	Pyelonephritis	C
PRE-RENAL	Reduced renal perfusion	Other	C
		Diabetic nephropathy	C
		Essential hypertension	C
		Malignant hypertension	A
		Renal atherosclerosis	C
		Renal infarction	A
		Shock/acute heart failure	A
		Diabetic angiopathy	C

in dialysis fluids and in water used for renal dialysis. Manufacturers of fluids have and are taking steps to ensure the lowest possible levels of aluminium are present, and there are in addition other phosphate-binding substances available which are much more physiologically acceptable.
D.E. Simpkins

*Director, Macarthys Laboratories Ltd.
Mr R.J. Greene and Dr N.D. Harris reply:* Mr Simpkins is quite right. We refer to the problem of aluminium toxicity at the end of the relevant paragraph, and we will be discussing aluminium in dialysis water in a coming article.

Help needed on photo-chemistry

The London Hazards Centre is compiling an index of photo-chemistry to cover photography and the graphic arts. This index will be the first listing of these products to show the chemistry, its uses, its hazards and the risks if any of illness, the controls or alternative chemicals, and much else besides that is specific to these two applications. It is our intention to publish "Fact packs" dealing with various aspects of darkroom and allied practices and to make information from the index available to the public.

We would like to hear from:

- i) Any person or organisation who feels in any way able to contribute information on hazards, health and safety or other relevant aspects of photo-chemistry. They should write in confidence to the address below.
- ii) Any person or organisation wishing to receive information resulting from this project.

Letters should be addressed to London Hazards Centre, Polytechnic of the South Bank, 103 Borough Road, London SE1.
Maggie Alexander
London Hazards Centre.

Widow's group

With the death of a pharmacist, in many cases the widow is cut off from the pharmaceutical world in which she may have taken an interest. To overcome this problem a "get-together with a chat and a cuppa" is being arranged at 16 Thornhill Way, Hartley, Plymouth (by courtesy of Mrs E. Condy U'ren) February 22, 3.30pm.

Naturally there may be widows who have recently moved into this area. A cordial welcome is extended.

Mervyn Madge,
Secretary, Plymouth Branch.

Chemist & Druggist 16 February 1985

Statements on list 'distorted'

The Association of the British Pharmaceutical Industry has said that Government statements on the limited list have been characterised by persistent inaccuracy and propaganda.

Mr David Taylor, the ABPI's director of economic planning, told the British Pharmaceutical Market Research Group that half of the Minister for Health's descriptions of lists in other countries were wrong or seriously misleading.

West Germany does not have a negative list, he said, but a system that demands certain classes of medicine should not be prescribed at the health system's expense for certain types of minor illness. All medicines could be used in the treatment of more serious complaints.

The Minister's claim that in Ireland doctors prescribe from a limited list of 900

medicines was also incorrect. There is free prescribing in Ireland, said Mr Taylor, except for the 900 OTC medicines.

In relation to France, Mr Clarke had failed to point out that private health insurance tended to meet the cost of treatments not provided for by the State. There is no limited list, said Mr Taylor.

He also criticised Mr Norman Fowler, the Secretary for Social Services' figure of 17,000 products available for prescription by NHS doctors. The figures count different dosages for the same medicine, said Mr Taylor, and include those for dressings. He suggested the true figure lay between 4,000 and 6,000, as published in the Greenfield report.

Mr Taylor also suggested that Treasury estimates for Family Practitioner Services' spending had been deliberately lowered so that the Government could claim there had been overspending, and demand cuts. "This coupled with the limited list and severe new profit cuts under the PPRS, has made the future of the British-based pharmaceutical industry very uncertain," he said.

Future lies in the community

The future of pharmacy practice will be in the community and the College of Pharmacy Practice must make sure of that future.

These were the views of Professor Peter Parish, professor emeritus of clinical pharmacy, UWIST, Cardiff, expressed at the CPP's recent annual guest lecture.

He argued that it would be logical for hospital clinical pharmacists to be absorbed into the medical profession in future, to create a speciality requiring medicine as a first degree rather than pharmacy. "Pharmacists do not have their own philosophy about the causes of disease, they act only on the prescription of doctors, and the additional knowledge acquired to practise clinical pharmacy is shared with doctors or rather taken from medical education," he said. "Thus their body of knowledge is becoming progressively unique to pharmacy and generally more medical."

Drug specialists would be clinical pharmacologists who would provide sophisticated laboratory and clinical services. The rest of hospital pharmacy would be taken over by technological developments and by technicians.

In the community there would be an increasing need for pharmaceutical care, particularly among the elderly, Professor

Parish continued: "The challenge for the profession will be to develop the dual role of professional and trader in order to provide effective, efficient and easily accessible pharmaceutical care, to build up an effective client base of both patients and doctors, to lessen the legal restrictions over their practices and to gain more control over the social object of their practice — the medicinal product."

The task was daunting but the CPP must recognise the problems, he said.

Rules for CRC's

The Government is to publish new Community Health Council Regulations next month to provide a formal link between CHCs and the new family practitioner committees together with a provision to dismiss CHC members for misconduct.

Minister for Health Kenneth Clarke says the Regulations will take effect from April 1 and will introduce a duty on:

1. CHCs to advise FPCs on appropriate matters relating to the health service.
2. FPCs to consult CHCs on proposals for substantial development or variation in services.
3. FPCs to provide CHCs with information about planning and operation of services.
4. An FPC to provide a separate response to those parts of CHCs annual report that concern FPCs.

Beecham form adhesives division with Unibond buy

Beecham are buying adhesives makers Unibond in an agreed deal worth £13.7m.

They already have acceptances from the Bushby family, which controls 60.2 per cent of Unibond stock.

Beecham are offering 45 of their own shares for each 71 Unibond ones, with a cash alternative of 225p per share.

Unibond will come together with UHU and Copydex to form an adhesives division. The acquisition gives Beecham

around 8½ per cent of the UK adhesives market.

The new division will be headed by Lee Bushby, managing director of Unibond. His brother Ian, currently export director at Unibond, will take overall control of Beecham's home improvement operation in the UK. The offer is conditional on Unibond's 1984 results showing minimum sales of £10.5m (1983: £8.6m) and pre-tax profits of at least £850,000 (1983: £688,000). Distribution arrangements remain unchanged.



HRH The Duke of Edinburgh has just visited Napp Laboratories' Cambridge Science Park site. Managing director Paul Manners, showing him round, explained the company's new Continus controlled release system

Unichem Leeds cut Benylin stock

The Leeds depot of Unichem is no longer stocking winchesters of Benylin or litre packs of Pholcolix.

David Walker, management services director of Unichem, said they had been in touch with all the major manufacturers about the situation after introduction of the limited list on April 1.

"Undertakings were forthcoming in virtually all cases", he said. There was now only one manufacturer, Warner-Lambert, who had not given assurances that they would consider "dead stock".

Vestric managing director Peter Worling told *C&D* that he had received satisfactory assurances from "a very great number of manufacturers". He was not aware of any problem with W-L.

Warner-Lambert confirm they are not giving undertakings on dead stock. "As the industry was not consulted on the list, we don't see why we should be expected to bear the brunt" said a spokesman. "And I doubt we're alone in that view".

The company has had supply problems with 2.25l Benylin Expectorant and is filling orders with a new 300ml size (last week, p271).

Joint sweetener

Tate & Lyle are developing an artificial sweetener in co-operation with Johnson & Johnson, according to a report in last week's *FT*.

The sweetener is code named TGS and is said to be "looking good in safety tests".

Johnson & Johnson have submitted TGS to the Food & Drug Administration in the US for approval, says the *FT*.

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Government ready to move on Sunday trading legislation

The Government will soon be ready to "put some umph" behind a change in the law on Sunday trading, according to Home Office Under Secretary David Mellor.

The Home Secretary will make a statement very soon, he added.

Mr Mellor was answering questions on the Auld report in the Commons last week. He was asked by Roy Galley to give an assurance that the legislation needed to remove all shop hours restrictions, as recommended in the recently-published report, would be given priority and introduced soon.

Mr Mellor, agreeing with Sir Edward Gardner's description of the current law as "asinine, inviting contempt, dangerous, irrational and silly", promised the interests of shop workers would be considered in making any change.

The National Consumer Council has

welcomed Mr Mellor's remarks.

"Our research, spanning several years, shows this is exactly what most consumers want" said chairman Michael Montague.

The Home Office would make no comment on a *Grocer* report that legislation will be introduced in the Autumn, saying only that the Home Secretary's announcement would be made as soon as possible.

Retail sales for December

The Department of Trade & Industry's December retail sales index (1980 = 100) shows a year-on-year rise of 11 per cent to 206 for dispensing chemists (NHS receipts are excluded). The figure for all businesses rose 10 per cent to 194.

Chancellor gets the picture

The Confederation of Photographic Industries, which includes the NPA among its members, has written to the Chancellor urging him not to remove tax relief on pensions in his March Budget.

They calculate that a 30 per cent tax on pension investment funds, one of the options open to Chancellor Nigel Lawson, would force employees to treble pension contributions to retain current benefits.

The alternative would be for employers to double their contributions.

If payments into a pension plan were not increased in this way, benefits could drop by as much as 40 or 50 per cent.

"Individuals do not make adequate retirement provision without special fiscal incentives" they say.

"Without these incentives, they are unlikely to set aside a sufficient amount for their old age".

Agfa merge retail side

Agfa-Gevaert are merging the retail activities of their magnetic tape and photographic operations to form an overall consumer products division.

The move has been prompted by the fact that many of the company films and tapes now go through the same outlets.

Peter Brazier, formerly manager of the retail photo division, will manage the new operation. Thomas Muller, previously acting divisional manager for tapes, is his deputy.

Krups' sales grew by 52 per cent in the six months to December 31, 1984. This increase, taken together with 1984's first half advance of 74 per cent, gives an overall improvement of 60 per cent for the year. "I am confident we'll see another 50 per cent growth in 1985" says sales director Terry Ruby.



Rand Rocket are giving to the Save the Children Fund 10,000 packs of Paddington's junior vitamins for use in Ethiopia. Marketing director Richard Giles and Paddington saw the shipment safely on its way

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Dual standards on contraception

Double standards in the media are preventing contraceptives from being marketed to their best advantage.

This claim was made by Mr John Taylor, general sales manager, Warner Lambert Health Care, at a recent meeting of the Marketing Society.

Women's magazines ran hard-hitting articles on contraception, and sex on television was no longer shocking, he said, yet Warner Lambert's advertisements for Lifestyles were turned down on the grounds that readers would find them offensive. Presumably the naked ladies on page 3 and explicit photos of people blown

to pieces did not have the same effect?

The original advertisement for Lifestyles Ultrasure included a diagram of the product showing its unique features in a way that consumer research had suggested was tasteful and informative. But the advertisement was almost universally rejected. When some newspapers were asked what would be acceptable they said "Why not just show the pack and the price?"

The advertisement eventually appeared with "emasculated" copy in fewer publications than originally planned. Over 3,000 readers asked for more information and only two complained.

Mr Taylor said that, although the Lifestyles launch was successful, it would have been much more effective with a well designed, well communicated message. "We know that the consumer resents the lack of information too," he added.

Underwoods deny flotation story

Underwoods have dismissed as "pure speculation" an Observer report that they plan soon to go for a stock exchange listing.

"As a private company, there's always the possibility we'll go to the market" said a spokesman. "But there's certainly nothing imminent".

The Observer piece suggested the flotation could be as close as the Spring. "I don't know where they weave these webs from" say Underwoods.

Bigger Pond's

Chesebrough Pond's are adding six salesmen to their cosmetics and fragrances division, bringing the total to 18.

Malcolm Buchanan will take up a new post as Northern accounts manager, complementing Kevin Baker in the South.

The company also promises "a major new product launch programme" to run throughout 1985, plus increased support for Cutex and Prince Matchabelli.

Refits boom

Britain's shopfitters are enjoying a sales boom as retailers rush to get refits done before capital allowance limits fall on March 31.

"At the moment, our orders are running at 50 per cent over last year's

figures," says Andrew Morris, sales director of CIL Systems. "And it's not just small shops. We've taken orders for well into six figures from a number of major chains. After all, on a project worth £1m, the saving could be as much as £140,000."

Changes to the law for capital allowances were announced by Chancellor Nigel Lawson in his last Budget, and will come into effect at the end of this tax year.

Berlimed merge

The Berlimerd Pharmaceuticals Division of Schering Chemicals has been amalgamated into the Schering Pharmaceuticals Division as part of a rationalisation programme.

Knoll products previously marketed through Berlimerd will continue to be distributed by Schering Chemicals, but Knoll have established their own sales force.

Other Berlimerd products will be marketed through Schering Pharmaceuticals. The use of the Berlimerd name in the UK will be discontinued.

William Ransom made £172,000 on sales of £2.062m in the six months to September 30, 1984. The previous year's equivalents are £143,000 and £1.667m. "Buying patterns on the home market have been distorted during the past two months by wholesalers anticipating the effect of Government proposals for limited list prescribing" they say. "It is not yet clear what will be the ultimate effect on our company."

Monday, February 18

Mid Glamorgan East Branch. Pharmaceutical Society. The Globe Hotel, Pontypridd, at 8pm. A. M. S. Cullen on "Patient Counselling." Buffet supper.

North Metropolitan Branch. Pharmaceutical Society. Coram lecture theatre, School of Pharmacy, Brunswick Square, W1, at 8pm. Mr N. Pettit, product Data Services Manager, Blood Products Laboratories on "Self sufficiency in blood products: the implications for supply and demand."

Tuesday, February 19

Fife Branch. Pharmaceutical Society. Anthony's Hotel, Kirkcaldy, at 7.45pm. Dr S. Kayne, PhD, MPS, MCCP on "Homeopathy."

Wednesday, February 20

Horsham, Crawley & District Branch. National Pharmaceutical Association. Redhill General Hospital, at 7.30pm. Mr T. P. Astill, NPA director, "The cloudy crystal ball". Joint meeting with Horsham & Reigate Branch Pharmaceutical Society.

Thursday, February 21

Ayrshire Branch. Pharmaceutical Society. Beecham Factory, Irvine. Mr D. C. Trinder on "Pharmaceutical marketing."

Bedfordshire Branch. Pharmaceutical Society. Bird-in-Hand, Henlow Camp Crossroads, at 8pm. Mr B. W. Burt, Chelsea College on "Adverse drug reactions in general practice pharmacy."

Dundee & Eastern Scotland Branch. Pharmaceutical Society. lecture theatre 3, Ninewells medical school at 7.30pm. Mr A. D. Cairncross on "A light look at gemstones."

Advance information

Vichy Training Services, training in product knowledge and selling techniques for Vichy stockists, will be held on the following dates, commencing at 10am and ending at around 4pm: February; 20 and 21 at Manchester. Week commencing 25 in Northern Ireland for the whole week; March 5 at Brighton, 19 at Bristol, 20 at Dorchester, 21 at Exeter, 26 at Keswick, 27 and 28 at Blackpool. April; week commencing 1 in Scotland for whole week; 10 in Newcastle-upon-Tyne; 11 in Bradford. May; 8 at Chichester; 9 at Southampton. For further information contact Jane Hildreth, company training officer at Vichy (UK) Ltd, 15 Nuffield Way, Abingdon, Oxon OX14 1TI.

Lancaster. Morecambe & District Branch. Pharmaceutical Society. post-graduate centre, Ashton Road, Lancaster, Sunday March 3. Annual study day, "Pain — the unwelcome policeman," commencing at 10am. The programme includes Professor P. S. J. Spencer on "The development of analgesics," Dr P. Allen on "The practical treatment of pain," Dr J. F. Smith on "The biopharmaceutics of analgesics," and Miss S. Tempest on "Drug management of chronic pain." Lunch £3. Applications, before February 27 to R. W. Harrison, hon. secretary, "Tresanton," 2a Rydal Road, Lancaster LA1 3HA.

Welsh Committee for Postgraduate Pharmaceutical Education. Wyllybush General Hospital, Haverfordwest, on Thursday, February 28 at 7.45pm. Evening seminar on dermatology under the guidance of Dr I. G. Ralls, Consultant Dermatologist. Dr D. J. Bailey, DPPS, Welsh School of Pharmacy, UWIST, PO Box 13, Cardiff CF1 3XF.

"Business Development — what really succeeds in practice?" One day conference. Barbican Centre (Cinema One) on March 5. Registration fees are £165 & VAT for single bookings, £130 & VAT for 4 plus bookings. Further information can be obtained from Ms E. C. A. Farrell, consultant, KAE Development Ltd, KAE House, 7 Arundel Street.

Small stores — from liability to viability." Cavendish Conference Centre, 20 Duchess Mews, London W1, April 3, at 9.30am. Conference on small stores and their place in future retailing. Includes presentation from Brian Kerner, managing director, Underwoods (Cash Chemists). Attendance fee £90 plus VAT. Application to Institute of Grocery Distribution, Grange Lane, Letchworth Heath, Watford.

Pharmaceutical Finance Workshop, London on February 25-26. Interpretations of published accounts, financial ratios, understanding return on capital employed and evaluation of financial strengths/weaknesses of competitors and major customers. Fees are £265 + VAT per delegate. Further dates are 29-30 April, 23-24 September and 26-27 November. More details are available from Brian Moore, Effective Marketing Resources Ltd, 64 Park Street, Camberley, Surrey, GU15 3PT (Tel: 0276 65643).

Royal Society of Chemistry, analytical division, Polytechnic, Newcastle, on Wednesday, April 17 at 10.30am. "Automated methods in pharmaceutical analysis". There is a registration fee. Details of this and further information can be obtained from the above at Burlington House, London W1V 0BN (Tel: 01-734 9971).

Appointments

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PSGB makes it gold for two

There will be two recipients of the Pharmaceutical Society's Charter Gold medal for 1985.

They will be Mr Desmond Lewis, who has held the post of Society secretary and registrar since 1967 and who is due to retire this Autumn. The other recipient will be Mr William Darling, a member of Council and past president.

The Charter Silver medal will be awarded to community pharmacist Mr John Davies, Wiveliscombe, Somerset. Mr Davies is a founder and secretary of the Rural Pharmacists Association. He told C&D he was "overwhelmed" by the award which he presumed was in appreciation of his fight for rural pharmacists. The awards are presented at the Society's annual meeting in May.

Novo grant three fellowships

Novo Laboratories have awarded research fellowships lasting two years to Dr Eva Kohner, Hammersmith Hospital, and Drs David Hadden and John Andrews of Belfast.

Drs Hadden and Andrews will use the fellowship for research into the appropriate treatment of non-obese, non-insulin dependent diabetics, and Dr Kohner will investigate diabetic retinopathy in patients on continuous insulin infusion.

On the tee

Entries are now invited for the ninth "Pharmacist golfer of the year" tournament, jointly sponsored by Unichem and Colgate Palmolive.

The competition is open to pharmacists from all branches of the profession resident in the UK or Channel Islands. Entry is by submission of a medal card scored between January 1 and July 14.

The 32 best entrants will join last year's winner, Lloyd Eagling, in the final at Hawkstone Park GC, Shropshire, on September 11.



Just some of the headlines from the *Bradford Telegraph & Argus* five-week dump campaign. "We gave it regular page one plugging," said deputy editor Lawrence Sear.

Local paper aids dump campaign

Bradford pharmacist Dick Hazelhurst has got some good advice for drugs dump organisers — get your local newspaper in on the act.

Bradford and Airedale Area Health Authorities' campaign last November netted 17½ cwt and almost £150,000 worth of unused drugs, thanks to the city's *Telegraph & Argus* which adopted the campaign. Dick Hazelhurst, public relations officer for the Pharmaceutical Society's Bradford branch, handled the campaign's publicity and paid tribute to the support of the newspaper. "They gave us tremendous coverage," he said, "they were absolutely marvellous." He added

that the Bradford example is a good one to follow: "You'll get no response unless you get the support of the local Press."

But praise should also go, said Mr Hazelhurst, to the two district pharmaceutical officers who organised the campaign: Colin Hetherington of the Bradford Area Health Authority and Peter Taylor for Airedale.

The collected drugs were taken to Bradford Royal Infirmary but the museum might have been a better place. The Hazelhurst family took over H.C. Priestley (Chemist) in 1961 from Harold Priestley who was then in his seventies. Some of the returned drugs were actually dispensed by Mr Priestley's father.

Ready for a Which? hunt?

Watch out for that customer with a clipboard — he may be a Which? researcher.

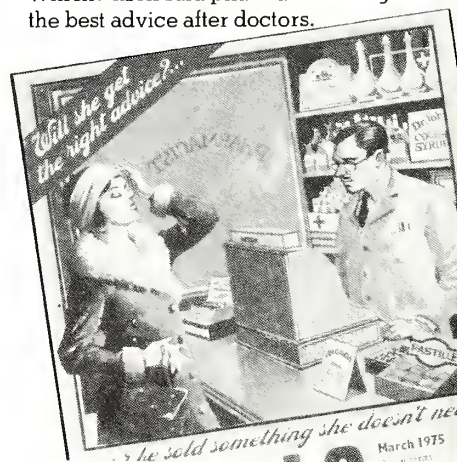
This summer will see the publication of the first Consumer Association survey on pharmacists since 1975. Then, *Which?* researchers, posing as customers, visited 183 pharmacies up and down the country, using several different techniques on separate occasions.

One approach, where researchers asked for advice about a relative with potentially serious symptoms, was designed to see how often pharmacists recommended a visit to the doctor. *Which?* were also interested in whether pharmacists preferred selling branded medicines. Researchers either asked for generic preparations like codeine linctus or simply requested aspirin to see if they were sold a branded version.

Which? concluded that the service available would have to improve before

consumers could be confident about using pharmacists to take the pressure off GPs. The survey said that one in five pharmacies failed to give any advice about a potentially serious illness or sold inappropriate medicines. Only about 50 per cent advised seeing a doctor.

The Pharmaceutical Society in 1975 described the report as "fair, mildly critical but mainly complimentary." *Which?* itself said pharmacists still gave the best advice after doctors.



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¹Data on file

²Fiddian, A.P. *et al.* (1983), *British Medical Journal*, 286, 1699

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